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DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

AUTOMOTIVE ACCESSORY, TIRE AND BATTERY DEALERS (CHAINS ONLY)

Twenty-three automotive accessory, tire and battery chain organizations, operating 1,968 stores throughout the country with aggregate sales of $141,469,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were within 6.4 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 6.8 percent and the second quarter a loss of 6.0 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 34.9 percent as compared with a total of $104,869,000 for 1,891 stores in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 19.5 percent; second quarter, 25.0 percent; third quarter, 29.2 percent; fourth quarter, 26.3 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows moderate increases for the West North Central and West South Central Divisions with decreases for the remaining divisions, ranging from 4.3 percent for the East South Central Division to 15.8 percent for the East North Central Division.

Pay Roll

Total store pay roll (not including central-office nor warehouse pay roll) amounted to $20,469,000 for 1937, representing an increase of 29.5 percent over the total for 1935. For the first half of 1938 a pay roll of $9,748,000 was reported, an increase of 4.8 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+34.9	+29.5
First half 1938 compared with first half 1937	- 6.4	+ 4.8

Size of Sample

The stores included in this Survey constitute a sample of 56 percent in sales, and 55 percent in number of all automotive accessory, tire and battery dealer chain stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	3,453	$186,917,000
1937 Survey	1,891	104,869,000
Percent Sample	55%	56%

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Identical Chain Units (Stores)

Tables are shown in this report for 1,341 identical chain units for which separate and comparable data are available for both 1937 and 1935. A similar report for identical independent stores in the automotive accessory, tire and battery trade was issued recently. Following is a comparison of percentage changes in sales and pay roll for identical chain organizations, chain units and independent stores:

	Percent Change			
	Year 1935 To Year 1937		First Half 1937 To First Half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Identical chain organizations (23)	+34.9	+29.5	-6.4	+4.8
Identical chain units (1,341)	+22.8	+19.5	-9.2	+2.4
Identical independent stores (685)	+27.5	+23.7	-6.3	+1.2

Tables 1 and 2 show sales and pay roll for identical chains, by quarters and geographic divisions and Tables 1A and 2A show the same information for the 1,341 identical chain units.

Scope of Survey

The data contained in this report were supplied by 23 automotive accessory, tire and battery chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by automotive accessory, tire and battery retail chains, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales tables which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

AUTOMOTIVE ACCESSORY, TIRE AND BATTERY DEALERS *(chains only)*

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF CHAINS INCLUDED IN 1937-38 SURVEY	NUMBER OF UNITS REPORTED	1935 SALES OF UNITS INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST-HALF 1937
		1937-38	1935											
UNITED STATES	23	1,968	1,891	$104,869	56.1	$27,637	$33,343	$41,237	$37,130	$33,220	$141,469	+34.9	$58,990	- 6.4
New England	7	150	146	6,287	51.5	1,592	2,137	2,722	2,379	1,473	1,969	8,850	+40.8	3,444	- 8.1
Middle Atlantic	11	436	419	19,393	51.8	4,668	6,067	7,344	6,493	4,329	3,569	24,392	+25.8	9,918	- 7.8
East North Central	10	379	366	21,203	50.7	3,977	7,724	9,148	7,983	3,031	6,480	30,834	+45.4	11,331	-13.8
West North Central	6	186	174	10,899	51.2	2,806	3,467	4,297	3,803	2,779	3,782	14,373	+31.9	6,561	+ 4.6
South Atlantic	7	228	216	13,303	70.0	3,860	4,332	5,038	4,837	3,617	4,277	18,267	+37.3	7,894	- 5.9
East South Central	5	81	77	5,104	60.2	1,415	1,803	2,068	1,917	1,361	1,720	7,224	+41.3	3,081	- 4.3
West South Central	7	222	200	12,700	67.1	3,566	4,704	5,421	5,100	3,716	4,673	18,813	+48.1	8,369	+ 1.2
Mountain	3	63	54	2,793	31.7	703	993	1,080	903	604	969	3,683	+31.8	1,373	- 7.4
Pacific	6	223	239	13,183	56.8	3,023	3,898	4,199	3,711	2,686	3,761	14,833	+12.3	6,599	- 4.7

AUTOMOTIVE ACCESSORY, TIRE AND BATTERY DEALERS *(chains only)*

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	NUMBER OF CHAINS INCLUDED IN 1937-38 SURVEY	NUMBER OF UNITS REPORTED		PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
		1937-38	1935	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST-HALF 1937
UNITED STATES	23	1,968	1,891	$4,265,676	$4,934,362	$5,363,690	$5,544,824	$4,935,898	$4,811,832	$20,468,552	+29.3	$9,747,730	+ 4.8
New England	7	150	146	273,766	309,361	335,335	351,111	299,904	304,413	1,289,773	+37.2	604,317	+ 3.6
Middle Atlantic	11	436	419	801,616	903,038	1,011,262	1,013,399	862,499	831,049	3,729,315	+27.0	1,713,548	+ 0.5
East North Central	10	379	366	980,356	1,133,077	1,292,474	1,200,143	1,078,133	1,046,970	4,706,232	+37.2	2,125,103	+ 0.4
West North Central	6	186	174	464,422	511,066	563,869	602,107	528,747	518,582	2,161,484	+24.3	1,047,329	+ 7.4
South Atlantic	7	228	216	560,741	613,203	663,314	680,176	613,771	569,710	2,519,436	+23.4	1,183,481	+ 2.3
East South Central	3	81	77	206,077	233,750	263,896	269,618	237,724	239,712	975,335	+27.2	477,436	+ 8.6
West South Central	7	222	200	536,190	609,304	679,792	696,191	622,886	619,243	2,321,477	+27.7	1,242,129	+ 8.4
Mountain	3	63	54	107,297	116,928	125,816	133,296	125,802	116,170	484,737	+40.3	242,972	+ 7.4
Pacific	6	223	239	433,009	500,633	544,316	598,789	365,410	523,983	2,078,743	+24.9	1,091,393	+16.6

Note- *Pay roll does not include compensation for the personnel of central offices and warehouses.*

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38 — **RETAIL DISTRIBUTION**

AUTOMOTIVE ACCESSORY, TIRE AND BATTERY DEALERS *(chains only)*

TABLE 1A.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	1,341	59	$89,046	48	$21,819	$27,466	$31,356	$28,470	$19,584	$25,180	$109,311	+22.8	$44,764	- 9.8
New England	103	39	5,921	49	1,327	1,740	2,157	1,947	1,203	1,492	7,151	+20.8	2,695	-12.1
Middle Atlantic	305	38	16,025	43	3,755	4,674	5,688	5,096	3,379	4,215	19,216	+19.9	7,594	- 9.9
East North Central	255	53	17,885	45	4,629	5,944	6,891	3,952	5,651	4,845	23,416	+30.9	8,494	-19.7
West North Central	123	31	9,565	45	2,348	2,802	5,510	2,983	2,109	2,869	11,343	+18.6	4,978	- 1.4
South Atlantic	153	47	11,436	60	3,066	3,531	3,858	3,706	2,812	5,322	14,161	+25.8	8,134	- 7.0
East South Central	53	40	3,998	47	1,035	1,327	1,480	1,545	968	1,251	5,185	+29.7	2,199	- 6.9
West South Central	128	39	9,765	52	2,516	3,246	3,711	3,517	2,523	5,147	12,990	+33.1	5,670	- 1.6
Mountain	43	51	2,570	48	378	525	885	735	465	782	3,283	+17.6	1,267	- 9.7
Pacific	170	49	11,883	53	2,564	3,377	3,596	3,189	2,454	5,279	12,886	+ 7.9	5,733	- 5.1

AUTOMOTIVE ACCESSORY, TIRE AND BATTERY DEALERS *(chains only)*

TABLE 2A.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey	Payroll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	1,341	$3,425,456	$3,804,474	$4,211,978	$4,293,086	$3,756,751	$3,647,755	$15,734,994	+19.5	$7,404,506	+ 2.4
New England	105	217,366	241,308	278,841	269,615	230,207	238,245	1,001,130	+16.7	468,452	+ 0.8
Middle Atlantic	305	635,458	705,148	798,293	790,386	670,042	653,238	2,921,885	+19.8	1,323,280	- 1.1
East North Central	253	756,773	848,953	947,510	943,537	781,169	767,383	3,496,573	+24.7	1,548,552	- 3.6
West North Central	125	377,883	413,411	465,473	479,981	417,214	410,970	1,736,750	+16.6	828,184	+ 4.7
South Atlantic	153	442,486	474,192	511,169	516,922	472,996	432,193	1,944,769	+13.7	905,189	+ 0.9
East South Central	53	151,540	171,408	188,699	193,603	169,130	167,065	705,850	+17.1	336,195	+ 4.1
West South Central	132	379,778	425,356	466,784	482,837	428,098	424,041	1,754,155	+17.7	852,139	+ 5.8
Mountain	45	85,668	95,517	101,571	105,900	101,160	91,940	386,656	+24.9	195,100	+ 6.6
Pacific	170	378,502	451,181	465,836	510,905	486,755	448,682	1,786,426	+22.1	935,417	+15.3

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

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DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

BOOK STORES

More than 300 book stores throughout the country, with aggregate sales in 1937 of $12,660,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 3.9 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 2.3 percent and the second quarter a loss of 5.9 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 17.5 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 24.2 percent; second quarter, 19.9 percent; third quarter, 25.2 percent; fourth quarter, 30.7 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows increases for the East South Central, West South Central, Mountain and Pacific Divisions and no change for the West North Central Divisions. Decreases are shown for the New England, Middle Atlantic, East North Central and South Atlantic Divisions.

Pay Roll

Of the 335 stores included in the Survey, 24 reported no paid employees. The remaining 311 reported pay roll, exclusive of the services of proprietors, to the amount of $1,837,000 for 1937, representing an increase of 15.6 percent over their pay roll for 1935. They reported a total pay roll of $868,000 for the first half of 1938, an increase of one-tenth of 1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+17.5	+15.6
First half 1938 compared with first half 1937	- 3.9	+ 0.1

Size of Sample

The stores included in this Survey constitute a sample of 16 percent in sales and 11 percent in number of all book stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	2,979	$67,007,000
1937 Survey	335	10,776,000
Percent Sample	11%	16%

Attached are tables showing sales and pay roll for each quarter by geographic divisions.

Scope of Survey

The data contained in this report represent 335 book stores for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by retail book stores, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 **RETAIL DISTRIBUTION**

BOOK STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935
FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	335	11	$10,776	16	$3,068	$2,513	$3,196	$3,886	$2,996	$2,366	$12,660	+17.5	$5,362	- 3.9
NEW ENGLAND	26	13	615	16	210	180	204	327	212	166	921	+13.0	378	- 3.1
MIDDLE ATLANTIC	86	10	2,336	12	656	556	505	894	584	503	2,611	+11.8	1,087	-10.3
EAST NORTH CENTRAL	67	11	2,743	17	797	674	919	862	763	612	3,252	+18.6	1,375	- 6.5
WEST NORTH CENTRAL	33	12	941	14	236	211	298	284	245	204	1,031	+ 9.6	449	0.0
SOUTH ATLANTIC	29	12	793	13	225	168	227	301	213	163	921	+16.1	376	- 4.3
EAST SOUTH CENTRAL	6	8	241	17	50	48	60	103	53	49	261	+ 8.3	102	+ 4.1
WEST SOUTH CENTRAL	14	8	317	7	95	52	128	108	102	61	393	+24.0	163	+ 3.8
MOUNTAIN	15	14	403	24	113	96	136	158	131	96	505	+25.3	227	+ 8.6
PACIFIC	59	17	2,187	31	681	516	717	849	693	512	2,765	+26.4	1,205	+ 0.5

BOOK STORES

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937
FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First-Half 1937
UNITED STATES	335	311	24	$431,009	$435,746	$450,046	$580,188	$435,298	$438,414	$1,836,983	+15.6	$867,706	+ 0.1
NEW ENGLAND	26	25	1	31,147	30,824	30,246	39,332	31,591	31,790	131,549	+26.4	63,381	+ 2.3
MIDDLE ATLANTIC	86	83	3	93,768	92,882	89,486	102,740	87,173	84,307	378,276	+ 8.8	171,480	- 7.8
EAST NORTH CENTRAL	67	59	8	125,402	129,568	144,559	155,978	132,269	129,476	555,501	+16.3	261,745	+ 2.7
WEST NORTH CENTRAL	33	32	1	26,615	26,955	27,516	31,886	27,864	29,305	113,172	- 2.7	57,167	+ 6.3
SOUTH ATLANTIC	29	26	3	25,146	24,521	25,071	31,038	25,211	27,860	105,776	+10.2	54,071	+ 8.9
EAST SOUTH CENTRAL	6	6	--	8,713	9,374	8,975	12,036	9,616	9,189	39,098	+15.1	18,805	+ 4.0
WEST SOUTH CENTRAL	14	13	1	18,076	20,250	18,774	24,117	11,508	11,405	81,217	+33.3	22,913	-40.2
MOUNTAIN	15	10	5	9,443	8,961	9,590	13,584	11,509	11,115	41,578	+20.9	22,624	+22.9
PACIFIC	59	57	2	92,499	93,017	95,829	109,471	97,551	97,969	390,816	+22.8	195,520	+ 5.4

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo
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Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

CANDY AND CONFECTIONERY STORES

More than 2,500 candy and confectionery stores throughout the country, with aggregate sales in 1937 of $50,311,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 4.7 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 8.9 percent and the second quarter a loss of seven-tenths of 1 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 19.9 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Candy and Confectionery Stores		
	Stores	Sales	Change from Preceding Period
1929 Census	63,265	$571,549,000	--
1933 Census	54,243	271,213,000	-52.5%
1935 Census	55,197	314,467,000	+15.9%
Identical stores included in this Survey:			
Year 1935	2,519	41,976,000	--
Year 1937	2,519	50,311,000	+19.9%
First Half 1937	2,519	24,015,000	--
First Half 1938	2,519	22,883,000	- 4.7%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 23.3 percent; second quarter, 24.4 percent; third quarter, 25.4 percent; fourth quarter, 26.9 percent. All geographic divisions and all but six States (Kans., Nebr., Okla., R. I., Vt., Wyo.) and the District of Columbia show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 2.0 percent for the Middle Atlantic Division to 8.2 percent for the Mountain Division. Included among the 2,519 identical stores are 359 identical units of chains. Sales of these identical chain units totalled $19,043,000 in 1937, an increase of 20.2 percent over their sales in 1935.

Pay Roll

Of the 2,519 stores included in this Survey, 808 reported no paid employees. The remaining 1,711 reported pay roll, exclusive of the services of proprietors, to the amount of $5,453,000 for 1937, representing an increase of 19.3 percent over their pay roll for 1935. They reported a total pay roll of $2,628,000 for the first half of 1938, an increase of 2.3 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+19.9	+19.3
First half 1938 compared with first half 1937	- 4.7	+ 2.3

Size of Sample

The stores included in this Survey constitute a sample of 13 percent in sales and five percent in number of all candy and confectionery stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	55,197	53,783	1,414	$314,467	$271,725	$42,742
1937 Survey	2,519	2,160	359	41,976	26,127	15,849
Percent Sample	5%	4%	25%	13%	10%	37%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimora	4	13	Milwaukee	12	33
Boston	7	26	New York	4	8
Buffalo	5	12	Philadelphia	2	8
Chicago	2	7	Pittsburgh	6	30
Cleveland	6	18	San Francisco	8	27
Detroit	5	58	St. Louis	3	22
Los Angeles	5	8			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States and principal cities. Because of the small number of chain units included in the Survey, separate figures for independants and chains can be shown only for the United States and three of the nine geographic divisions. Also, separate figures are not shown in the tables for States with less than 10 stores reporting, or for which the sample represents less than 8 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respectiva geographic divisions.

Scope of Survey

The data contained in this report represent 2,519 stores for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail candy and confectionery trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composad only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hance, some stores failed to cooperate or delayed their returns bayond the closing date. For convanience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a saries of retail reports issued in connection with the Census Survay of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survay of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James C. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

CANDY AND CONFECTIONERY STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	2,819	5	$41,976	13	$11,748	$12,287	$12,766	$13,530	$10,701	$12,182	$50,311	+19.9	$22,883	- 4.7
Independents	2,160	4	26,127	10	7,022	7,956	8,523	7,755	6,684	7,701	31,266	+19.7	14,385	- 4.0
Chains	359	25	15,849	37	4,726	4,299	4,243	5,775	4,017	4,481	19,043	+20.2	8,498	- 5.8
NEW ENGLAND	269	7	5,338	18	1,420	1,494	1,527	1,620	1,260	1,462	6,061	+13.5	2,722	- 6.6
Independents	203	5	2,697	11	704	807	889	758	647	755	3,158	+16.4	1,402	- 7.5
Chains	66	38	2,671	53	716	687	638	862	613	709	2,903	+ 8.7	1,320	- 5.8
Connecticut	62	8	987	13	196	202	223	229	170	202	850	+23.7	372	- 6.5
Maine	19	5	296	13	73	81	99	84	68	80	337	+13.9	148	- 3.9
Massachusetts	154	6	3,181	18	869	924	926	1,003	779	922	3,722	+17.0	1,701	- 5.1
New Hampshire	11	7	145	13	38	42	47	42	35	44	169	+16.6	79	- 1.3
Rhode Island	22	6	1,016	34	242	243	229	259	207	212	973	- 4.2	419	-13.6
MIDDLE ATLANTIC	1,048	4	14,909	10	4,178	4,388	4,542	4,733	3,845	4,346	17,841	+19.7	8,191	- 2.0
Independents	935	4	10,954	8	3,006	3,397	3,535	3,822	2,851	3,375	13,141	+20.0	6,226	- 2.5
Chains	113	23	3,955	23	1,172	1,011	1,006	1,911	994	1,171	4,700	+18.8	2,185	- 0.8
New Jersey	200	4	2,650	9	703	798	872	825	705	819	3,223	+21.6	1,524	- 0.1
New York	639	5	9,191	10	2,511	2,635	2,732	2,816	2,302	2,771	10,694	+16.4	5,073	- 1.4
Pennsylvania	209	3	3,068	12	939	955	938	1,092	838	956	3,924	+27.9	1,794	- 5.3
EAST NORTH CENTRAL	561	5	11,188	20	3,301	3,348	3,458	3,915	2,949	3,227	14,036	+25.5	6,176	- 7.0
Independents	400	4	4,374	10	1,200	1,288	1,477	1,335	1,145	1,275	5,298	+20.4	2,420	- 9.4
Chains	161	29	6,814	64	2,101	1,976	1,981	2,580	1,824	1,952	8,638	+26.8	3,776	- 7.4
Illinois	110	3	1,565	8	434	472	502	495	429	465	1,893	+21.0	894	- 0.8
Indiana	59	5	454	12	121	135	162	147	119	136	575	+26.7	255	- 4.1
Michigan	111	5	5,610	46	1,727	1,700	1,699	2,049	1,521	1,623	7,175	+27.9	3,144	- 8.3
Ohio	180	5	2,672	15	773	801	837	909	677	743	3,360	+24.0	1,420	- 9.8
Wisconsin	61	9	887	21	246	254	258	315	223	260	1,073	+21.0	463	- 3.4
WEST NORTH CENTRAL	187	5	3,150	15	842	851	875	999	755	859	3,547	+12.6	1,614	- 3.5
Iowa	47	7	643	19	158	162	195	191	162	185	726	+12.9	347	+ 2.1
Kansas	17	5	250	13	51	61	66	84	48	52	232	- 7.2	100	-10.7
Minnesota	50	6	816	20	204	233	202	283	203	247	1,004	+23.0	450	- 3.5
Missouri	44	3	1,074	16	314	256	256	375	246	294	1,201	+11.8	550	- 3.5
Nebraska	12	5	131	9	27	30	34	32	24	29	123	- 6.1	53	- 7.0
SOUTH ATLANTIC	168	4	2,157	10	619	659	669	661	584	620	2,605	+20.8	1,204	- 5.6
Maryland	58	5	844	11	239	254	263	263	229	246	1,021	+21.0	475	- 4.0
Virginia	38	6	410	10	114	134	137	128	117	129	513	+25.1	246	- 0.8
West Virginia	28	5	355	10	98	109	115	102	87	95	424	+19.4	182	-12.1
EAST SOUTH CENTRAL	21	3	272	9	79	84	88	73	76	63	324	+19.1	159	- 2.5
WEST SOUTH CENTRAL	46	3	527	8	139	145	152	144	136	139	500	+10.1	275	- 3.2
Texas	30	4	309	8	69	82	92	84	75	81	327	+ 5.8	156	+ 3.3
MOUNTAIN	70	7	1,564	21	406	460	516	501	366	429	1,883	+20.4	795	- 8.2
Colorado	16	5	814	34	150	164	200	219	144	166	733	+19.4	310	- 1.3
Idaho	12	7	168	14	38	52	55	43	33	41	168	+11.9	74	-17.8
Montana	13	8	182	14	44	48	52	49	37	47	193	+ 8.0	84	- 8.7
Utah	21	10	491	30	144	163	175	157	128	145	639	+30.1	271	-11.7
PACIFIC	209	7	2,871	16	767	844	939	884	710	817	3,434	+19.6	1,527	- 5.2
California	137	7	2,040	15	561	598	676	636	507	576	2,403	+18.8	1,083	- 5.6
Oregon	23	6	310	13	71	87	107	85	74	86	350	+12.9	160	+ 1.3
Washington	49	9	521	17	135	169	194	163	129	153	661	+26.9	282	+ 9.2
Cities of more than 500,000 Population														
Baltimore	54	4	686	13	201	209	209	221	191	198	840	+22.1	389	- 5.1
Boston	34	7	1,144	23	303	299	292	362	285	315	1,256	+ 9.8	600	0.3
Buffalo	28	5	360	12	113	103	108	125	91	112	449	+24.7	203	- 6.0
Chicago	42	2	867	7	241	238	277	282	241	254	1,058	+22.0	495	- 0.8
Cleveland	21	6	846	18	243	244	253	300	204	214	1,040	+22.9	418	-14.2
Detroit	56	5	4,408	58	1,321	1,275	1,264	1,563	1,164	1,227	5,423	+23.1	2,391	- 7.9
Los Angeles	27	5	305	8	81	85	89	100	74	79	355	+16.4	153	- 7.8
Milwaukee	21	12	400	33	125	115	109	166	107	123	515	+28.8	230	- 4.2
New York	408	4	5,843	8	1,580	1,633	1,664	1,717	1,473	1,726	6,614	+13.2	3,201	- 1.0
Philadelphia	38	2	609	8	194	193	158	229	173	203	774	+27.1	376	- 2.8
Pittsburgh	30	6	825	30	256	245	240	336	223	254	1,079	+30.8	477	- 5.2
San Francisco	24	8	604	27	176	171	208	188	151	163	738	+ 7.9	314	- 9.2
St. Louis	32	3	919	22	275	216	212	332	231	247	1,037	+12.8	478	- 3.0

*States with less than ten stores reporting or with a sample of less than eight percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

CANDY AND CONFECTIONERY STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,519	1,711	808	$1,262,188	$1,307,524	$1,397,817	$1,465,460	$1,229,461	$1,338,668	$5,432,989	+19.3	$2,628,129	+ 2.3
Independents	2,160	1,353	807	674,892	651,176	688,978	714,316	630,823	664,827	2,656,362	+17.2	1,295,650	+ 3.1
Chains	359	358	1	587,296	656,348	711,939	771,144	659,638	673,841	2,776,727	+21.0	1,333,079	+ 1.5
NEW ENGLAND	269	199	70	150,195	160,422	170,496	171,825	144,135	150,205	652,338	+ 5.0	294,340	- 5.8
Independents	203	133	70	58,641	64,979	70,165	70,809	57,244	61,333	263,594	+ 2.6	118,577	- 4.1
Chains	66	66	--	91,554	95,443	100,331	101,016	86,891	88,872	388,744	+ 5.9	175,763	- 4.0
Connecticut	62	36	26	15,896	16,579	17,755	20,214	15,338	16,161	70,544	+22.5	31,499	- 2.4
Maine	19	16	3	8,149	8,866	9,968	10,410	8,332	9,494	37,393	+15.0	17,826	+ 4.8
Massachusetts	154	119	35	89,204	93,129	99,242	97,121	87,019	91,085	378,706	+ 1.6	178,104	- 2.3
New Hampshire	11	8	3	3,262	3,338	3,760	3,500	3,215	3,751	13,860	+39.9	6,966	+ 5.5
Rhode Island	22	19	3	33,525	38,351	39,618	39,711	30,072	29,353	151,199	+ 2.4	59,425	-17.3
MIDDLE ATLANTIC	1,048	594	454	374,796	379,217	397,379	421,767	389,818	408,192	1,573,149	+17.5	798,010	+ 5.8
Independents	935	481	454	210,962	223,088	228,507	239,120	222,466	235,057	900,477	+16.0	457,523	+ 5.7
Chains	113	113	--	163,824	157,129	169,072	182,647	167,352	173,135	672,672	+19.4	340,487	+ 6.1
New Jersey	200	110	90	50,820	52,754	53,044	59,705	54,671	54,583	216,323	+18.9	109,254	+ 2.7
New York	639	344	295	213,296	214,953	225,121	235,637	218,849	228,566	889,007	+14.1	447,415	+ 4.5
Pennsylvania	209	140	69	106,697	105,473	106,213	123,006	111,064	114,955	440,559	+24.1	228,019	+ 7.0
EAST NORTH CENTRAL	501	375	126	379,289	393,895	425,682	473,116	395,347	403,625	1,672,982	+26.4	798,972	+ 3.3
Independents	400	274	126	98,565	107,502	112,794	125,379	104,215	108,535	433,337	+23.4	212,750	+ 2.0
Chains	101	101	--	280,727	286,393	312,888	357,737	291,132	295,090	1,237,645	+27.5	586,222	+ 3.4
Illinois	110	78	32	47,980	50,161	54,015	53,374	51,711	53,710	205,550	+24.2	105,421	+ 7.4
Indiana	39	32	7	11,603	11,788	12,988	14,228	12,380	13,343	50,609	+ 2.6	25,662	+ 3.7
Michigan	111	88	23	213,477	225,142	239,706	282,448	224,589	231,155	960,773	+33.6	455,744	+ 3.9
Ohio	160	127	53	75,848	75,724	83,373	85,845	73,003	70,953	320,190	+18.0	143,956	- 4.6
Wisconsin	61	50	11	30,981	31,065	33,760	37,367	33,724	34,465	135,191	+15.8	68,189	+ 9.9
WEST NORTH CENTRAL	187	144	43	74,409	72,859	79,597	83,405	70,929	72,921	310,670	+ 3.1	143,850	- 2.6
Iowa	47	38	9	13,979	14,068	15,308	15,486	14,144	14,971	58,841	+12.4	29,115	+ 3.8
Kansas	17	15	2	6,194	6,941	7,087	6,906	6,365	6,346	27,128	+ 0.8	12,711	- 3.2
Minnesota	50	38	12	16,000	15,870	17,481	17,854	15,666	16,354	66,926	+ 2.8	32,020	+ 2.5
Missouri	44	28	16	31,568	30,494	32,760	36,024	28,018	28,275	130,846	- 3.4	56,293	- 9.3
Nebraska	12	10	2	2,485	2,476	2,701	2,795	2,784	2,826	10,457	+31.5	5,610	+13.0
SOUTH ATLANTIC	168	113	55	59,581	60,540	60,714	65,793	60,943	60,901	246,728	+12.8	121,844	+ 1.4
Maryland	58	42	16	21,537	21,736	22,128	23,403	22,118	21,904	87,804	+13.9	44,022	+ 1.7
Virginia	38	24	14	6,992	9,498	9,808	10,249	9,982	10,130	36,547	+16.8	20,112	+ 8.8
West Virginia	28	18	10	7,772	8,269	8,668	8,843	7,453	7,527	32,946	+19.5	14,980	- 6.6
EAST SOUTH CENTRAL	21	19	2	8,199	8,392	9,135	10,238	9,299	8,837	35,964	+20.5	18,136	+ 9.3
WEST SOUTH CENTRAL	46	41	5	13,830	14,271	14,427	14,768	13,554	13,718	57,096	+ 4.5	27,272	- 2.3
Texas	30	26	4	6,853	8,121	8,893	8,113	7,853	8,112	31,980	+12.6	15,965	+ 2.6
MOUNTAIN	70	62	8	89,795	96,898	104,289	115,376	90,344	95,563	405,758	+30.6	185,907	- 0.1
Colorado	16	16	--	44,992	49,136	52,163	65,258	45,727	50,781	211,551	+35.3	96,508	+ 2.5
Idaho	12	9	3	4,201	4,160	4,854	4,907	4,560	4,398	18,148	+28.7	8,958	+ 6.9
Montana	13	11	2	4,654	4,688	5,505	5,892	4,350	4,284	20,137	+21.9	8,634	- 7.6
Utah	21	18	3	31,552	33,750	37,056	35,159	30,960	31,818	137,517	+40.6	62,278	- 4.6
PACIFIC	209	164	45	113,304	121,150	135,096	129,772	115,092	124,706	498,304	+29.8	239,798	+ 2.7
California	137	109	28	94,319	100,884	113,425	107,980	96,811	105,089	415,488	+29.5	201,900	+ 3.1
Oregon	23	16	7	5,356	5,776	6,373	6,185	5,794	6,084	23,690	+23.2	11,878	+ 6.7
Washington	49	39	10	12,629	14,530	16,300	15,667	13,087	13,563	59,126	+76.6	26,650	- 1.9
Cities of more than 500,000 Population													
Baltimore	54	29	25	18,428	18,401	17,376	20,007	18,540	18,329	74,212	+12.5	36,869	+ 0.2
Boston	34	34	10	38,268	38,934	39,581	39,901	39,020	39,520	156,341	- 1.0	78,550	+ 7.7
Buffalo	29	16	12	8,025	7,325	8,043	9,022	8,047	8,552	32,415	+16.4	16,609	+ 8.2
Chicago	42	28	14	50,906	52,065	55,446	54,085	53,332	54,734	153,304	+27.8	68,066	+ 8.1
Cleveland	51	26	25	25,395	25,262	27,307	28,116	23,604	20,771	106,376	+19.1	44,375	-10.4
Detroit	56	40	16	163,607	178,416	179,231	215,928	172,464	178,093	731,182	+27.3	350,557	+ 4.3
Los Angeles	27	23	4	11,641	12,571	13,325	14,240	11,455	12,109	51,775	+21.8	23,564	- 2.7
Milwaukee	21	18	3	18,620	17,946	19,129	22,256	19,383	20,034	77,951	+12.0	40,017	+ 9.4
New York	408	188	223	132,688	126,799	139,501	147,188	138,187	142,775	556,113	+12.8	280,962	+ 4.3
Philadelphia	38	20	18	27,699	27,212	25,195	32,970	28,770	29,106	113,076	+29.1	57,876	- 5.4
Pittsburgh	50	22	6	36,293	37,020	38,230	43,091	39,031	41,410	155,434	+25.1	80,441	+ 9.7
San Francisco	26	19	7	43,011	40,649	50,811	42,402	38,580	40,290	176,873	+29.7	78,870	- 5.7
St. Louis	32	19	13	27,817	27,078	28,668	32,014	24,479	24,966	115,577	- 2.8	49,445	- 9.9

* *States with less than ten stores reporting or with a sample of less than eight percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

Note Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

CIGAR STORES AND CIGAR STANDS

More than 900 cigar stores and cigar stands throughout the country, with aggregate sales in 1937 of $18,877,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 4.0 percent over the preceding quarter. Sales during the first half of 1938 were off 2.8 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 1.0 percent and the second quarter a loss of 4.6 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 14.7 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

This report includes data for 86 identical chain units with sales amounting to $2,495,000 for 1937, representing an increase of 8.5 percent as compared with their sales for 1935.

A comparison with previous Census totals for number and sales of cigar stores and cigar stands, including chains follows:

	Stores	Sales	Change from Preceding Period
1929 Census	33,248	$410,064,000	--
1933 Census	20,175	189,756,000	-53.7%
1935 Census	15,350	182,950,000	- 3.6%
Identical stores included in this Survey:			
Year 1935	923	16,459,000	--
Year 1937	923	18,877,000	+14.7%
First Half 1937	923	9,065,000	--
First Half 1938	923	8,807,000	- 2.8%

Sales

All geographic divisions, with the exception of the West South Central Division, and all but six States (Ark., La., Miss., Mo., Nebr. and Vt.) show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows no change from the West South Central Division, with decreases for the remaining divisions, ranging from 1.2 percent for the Pacific Division to 6.1 percent for the Mountain Division. The total volume of sales for 1937 was distributed by quarters, as follows: First quarter, 23.1%; second quarter, 24.9%; third quarter, 25.0%; fourth quarter, 27.0%.

Pay Roll

Of the 923 stores included in the Survey, 286 reported no paid employees. The remaining 637 reported pay roll, exclusive of the services of proprietors, to the amount of $1,451,000 for 1937, representing an increase of 14.2 percent over their pay roll for 1935. They reported a total pay roll of $728,000 for the first half of 1938, an increase of 4.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+14.7	+14.2
First half 1938 compared with first half 1937	- 2.8	+ 4.7

Size of Sample

The stores included in this Survey constitute a sample of 9 percent in sales and 6 percent in number of all cigar stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	15,350	13,742	1,608	$182,950	$117,425	$65,525
1937 Survey	923	837	86	16,459	14,160	2,299
Percent Sample	6%	6%	5%	9%	12%	4%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores	Sales		Stores	Sales
	%	%		%	%
Baltimore	10	17	Milwaukee	5	7
Boston	5	12	New York	6	6
Buffalo	20	29	Philadelphia	3	4
Chicago	6	8	Pittsburgh	17	21
Cleveland	8	10	San Francisco	9	11
Detroit	6	13	St. Louis	4	9
Los Angeles	8	13			

Attached are tables showing sales and pay roll for each quarter by geogrephic divisions, States, and principal cities. Because of the small number of chain units included in this Survey, separate figures for independents and chains can be shown only in United States totals. Nor are separate figures shown in the tables for States with less then five stores reporting, or for which the sample represents less than seven percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 923 cigar stores and cigar stands, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail cigar trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which heve gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or deleyed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similer releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports ere prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

CIGAR STORES AND CIGAR STANDS

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	923	6	$16,459	9	$4,560	$4,705	$4,719	$5,095	$4,518	$4,489	$18,977	+14.7	$8,807	- 2.8
Independents	537	6	14,160	12	3,762	4,084	4,130	4,406	3,724	3,697	16,382	+15.7	7,421	- 2.9
Chains	86	5	2,299	4	798	621	589	687	794	792	2,495	+ 8.5	1,186	- 2.7
NEW ENGLAND	70	6	1,454	8	360	379	371	457	346	365	1,547	+ 6.4	711	- 5.8
Connecticut	19	7	358	8	94	100	98	111	87	92	403	+12.6	179	- 7.7
Maine	5	10	76	9	18	20	21	20	18	20	79	+ 3.9	38	0.0
Massachusetts	34	5	837	8	203	212	202	237	193	206	874	+ 4.4	399	- 3.9
Rhode Island	7	5	139	10	34	36	36	36	38	37	142	+ 2.2	76	+ 7.1
MIDDLE ATLANTIC	567	5	6,198	8	1,634	1,752	1,742	1,911	1,657	1,701	7,039	+15.6	3,338	- 1.4
New Jersey	44	5	754	8	199	217	222	235	199	221	875	+15.8	420	+ 1.0
New York	227	7	4,220	8	1,106	1,174	1,157	1,270	1,099	1,121	4,701	+11.4	2,220	- 2.4
Pennsylvania	96	4	1,224	7	330	361	363	406	359	359	1,465	+19.7	698	+ 0.3
EAST NORTH CENTRAL	164	6	3,195	10	925	981	971	1,069	881	910	3,946	+23.5	1,791	- 6.0
Illinois	64	6	1,178	8	349	361	360	395	341	338	1,463	+24.2	679	- 4.4
Indiana	25	7	388	13	115	120	127	150	99	122	502	+31.4	221	- 9.8
Michigan	18	4	455	9	130	136	152	147	124	115	545	+19.8	239	-10.2
Ohio	47	6	974	10	270	294	288	324	265	265	1,165	+19.4	520	- 6.1
Wisconsin	12	6	206	9	61	70	67	75	52	70	275	+33.5	132	- 0.8
WEST NORTH CENTRAL	56	6	1,021	9	255	271	283	278	252	265	1,097	+ 6.5	517	- 1.7
Iowa	14	6	211	7	55	61	67	59	60	54	242	+14.7	114	- 1.7
Minnesota	15	8	284	10	86	89	94	95	84	95	362	+27.5	179	+ 2.5
Missouri	15	6	266	9	58	60	61	64	52	56	243	- 8.6	108	- 8.5
Nebraska	7	5	184	11	33	36	36	36	33	57	141	-23.4	70	+ 1.4
SOUTH ATLANTIC	37	5	666	8	191	210	205	219	198	194	823	+23.9	392	- 4.7
Delaware	5	5	106	10	33	36	37	38	28	51	144	+35.8	79	-14.5
Maryland	12	10	258	16	72	80	80	80	68	78	312	+20.9	146	- 5.9
West Virginia	5	12	51	10	15	15	15	17	16	15	62	+21.6	31	+ 3.5
EAST SOUTH CENTRAL	10	6	176	6	43	48	47	47	43	45	185	+ 5.1	87	- 4.4
WEST SOUTH CENTRAL	25	6	407	8	104	101	101	100	104	101	406	- 0.2	205	0.0
Oklahoma	5	5	106	8	30	31	33	31	30	30	127	+19.8	60	- 1.6
Texas	16	8	204	9	54	56	51	55	52	55	214	+ 4.9	107	- 2.7
MOUNTAIN	26	7	461	10	118	151	153	152	116	131	568	+23.2	247	- 6.1
Colorado	16	15	232	26	59	66	69	75	58	58	269	+15.9	116	- 7.2
PACIFIC	166	9	2,881	15	736	812	846	880	752	777	3,274	+13.6	1,529	- 1.2
California	105	7	1,641	12	449	481	492	557	458	472	1,959	+19.4	930	0.0
Oregon	17	12	321	19	75	83	91	81	71	80	330	+ 2.8	151	- 4.4
Washington	44	14	919	23	212	248	263	242	223	225	985	+ 7.2	448	- 2.6
Cities of more than 500,000 Population														
Baltimore	9	10	206	17	59	65	64	63	54	63	251	+21.8	117	- 5.6
Boston	16	5	616	12	149	153	137	194	141	148	633	+ 1.1	289	- 4.5
Buffalo	16	20	421	29	107	114	108	136	107	106	465	+10.5	215	- 3.6
Chicago	36	6	763	8	233	241	232	260	230	222	966	+23.4	452	- 4.6
Cleveland	10	8	218	10	59	59	59	73	57	59	250	+14.7	116	- 3.4
Detroit	8	6	277	13	81	87	82	94	81	74	344	+24.2	155	- 7.7
Los Angeles	25	8	346	13	101	98	95	115	100	96	409	+18.2	196	- 1.5
Milwaukee	5	5	70	7	24	26	27	27	25	27	104	+48.6	50	0.0
Pittsburgh	13	17	256	21	65	69	67	77	61	64	298	+16.0	125	- 6.7
San Francisco	56	9	585	11	148	153	157	167	144	145	619	+18.4	289	- 2.0
St. Louis	5	4	143	9	30	32	30	35	27	30	125	-12.6	57	- 6.1

* *States and cities with less than five stores reporting or with a sample of less than seven percent of 1935 sales are not shown separately.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

CIGAR STORES AND CIGAR STANDS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	923	637	286	$329,749	$355,701	$368,975	$387,283	$350,529	$367,338	$1,451,448	+14.2	$727,867	+ 4.7
Independents	637	551	286	273,443	297,007	298,000	315,002	291,561	298,567	1,173,452	+15.2	590,128	+ 5.3
Chains	86	86	--	56,306	58,694	70,975	72,021	58,968	68,771	277,996	+10.5	127,739	+ 2.0
NEW ENGLAND	70	45	25	29,193	28,237	28,045	29,254	28,746	28,269	114,742	+13.6	57,015	- 0.7
Connecticut	18	13	5	5,548	5,523	5,715	5,675	5,547	5,306	22,459	+11.8	10,853	- 3.8
Maine	5	5	--	1,150	1,122	1,098	2,468	1,871	1,309	5,838	+28.7	2,580	+15.6
Massachusetts	34	21	13	18,171	16,792	16,638	16,821	17,146	16,435	67,816	+ 1.2	33,579	- 4.0
Rhode Island	7	3	4	4,017	4,496	4,240	4,558	4,621	4,894	17,313	+26.5	9,545	+12.1
MIDDLE ATLANTIC	367	193	174	98,069	91,187	95,077	98,757	91,217	94,891	371,090	+12.6	186,108	+ 3.8
New Jersey	44	22	22	8,980	9,488	9,997	10,319	9,948	9,956	38,564	+29.4	19,904	+ 7.8
New York	227	117	110	60,118	62,266	62,856	65,669	61,259	64,547	252,009	+12.1	125,806	+ 2.8
Pennsylvania	96	54	42	16,971	19,433	20,544	21,769	20,010	20,388	80,517	+ 7.5	40,398	+ 5.2
EAST NORTH CENTRAL	164	142	22	90,565	92,497	98,120	105,797	98,690	98,759	383,977	+18.5	185,449	+ 1.3
Illinois	64	54	10	35,120	34,861	37,004	40,744	36,491	35,175	147,729	+18.4	71,666	+ 2.4
Indiana	23	21	2	11,669	11,880	12,105	12,933	11,897	11,227	48,587	+15.4	23,124	+ 6.7
Michigan	18	16	2	13,234	15,141	15,568	17,393	13,150	12,721	57,336	+ 9.5	25,871	- 1.9
Ohio	47	40	7	25,162	26,495	26,437	28,549	25,712	25,968	106,643	+22.3	51,680	- 0.5
Wisconsin	12	11	1	5,378	5,920	6,006	6,178	5,460	5,768	23,682	+36.0	11,228	- 0.6
WEST NORTH CENTRAL	58	45	13	17,925	18,452	19,431	20,483	25,736	22,465	76,291	- 8.5	45,801	+27.0
Iowa	14	9	5	2,784	2,824	2,973	3,144	2,936	2,912	11,725	+ 2.7	5,848	+ 4.5
Minnesota	15	12	3	6,987	7,174	7,325	9,402	7,816	8,413	33,888	+ 4.8	16,229	+14.6
Missouri	15	10	5	3,728	3,778	3,806	4,040	3,732	3,813	15,352	- 8.3	7,545	+ 0.5
Nebraska	7	7	--	3,018	3,211	3,900	4,399	7,844	6,021	14,528	-36.5	13,865	+122.6
SOUTH ATLANTIC	37	26	11	11,374	12,048	12,127	13,128	12,599	12,621	48,677	- 3.8	25,220	+ 7.7
Delaware	5	2	3	954	966	968	1,101	889	853	3,989	+10.2	1,742	- 8.8
Maryland	12	7	5	3,262	3,703	3,993	4,160	5,791	4,040	15,006	+12.2	7,840	+12.6
West Virginia	5	2	3	539	556	533	542	585	570	2,170	-29.8	1,155	+ 5.5
EAST SOUTH CENTRAL	10	7	3	5,466	5,555	5,555	3,775	3,389	3,999	14,362	+ 2.7	7,388	+ 5.2
WEST SOUTH CENTRAL	25	20	5	7,397	7,455	7,840	8,135	7,563	7,450	30,857	- 9.1	15,033	+ 1.0
Oklahoma	5	5	--	5,158	5,145	5,347	5,548	3,280	3,097	12,915	+ 8.0	6,145	- 1.0
Texas	16	11	5	2,931	3,122	3,268	3,463	2,985	3,180	12,784	- 1.7	6,105	+ 0.9
MOUNTAIN	26	18	8	10,094	15,587	15,809	13,522	11,475	13,711	55,012	+29.1	25,186	- 1.9
Colorado	16	11	5	3,647	3,861	4,491	4,151	3,941	3,919	16,170	+11.3	7,860	+ 4.4
PACIFIC	166	141	25	81,666	86,653	93,938	94,161	89,094	91,175	356,420	+22.4	180,857	+ 7.1
California	105	84	21	43,774	45,001	47,646	49,575	45,933	47,971	185,996	+25.6	93,904	+ 5.8
Oregon	17	16	1	7,574	7,784	8,729	8,578	8,015	8,050	32,465	+10.5	16,065	+ 6.0
Washington	44	41	3	30,320	33,868	37,563	36,008	35,146	35,152	137,959	+21.2	70,888	+ 9.2
Cities of more than 500,000 Population													
Baltimore	9	5	4	2,370	2,831	2,992	3,245	2,841	3,236	11,438	+11.5	6,077	+16.8
Boston	16	9	7	14,350	15,794	15,318	18,037	13,813	12,895	51,496	+ 2.7	26,708	- 1.6
Buffalo	16	14	2	8,971	9,710	9,467	9,667	9,232	9,536	37,815	- 0.8	18,768	+ 0.5
Chicago	38	33	5	22,135	22,254	23,612	24,214	21,506	20,868	91,215	+14.9	42,374	- 4.5
Cleveland	10	6	4	3,404	3,470	3,443	3,798	3,464	3,550	14,115	+ 4.1	6,824	- 0.7
Detroit	8	7	1	6,615	6,922	7,557	7,657	7,096	7,000	28,951	+ 8.2	14,104	+ 4.2
Los Angeles	23	17	6	9,044	9,124	9,000	9,456	8,729	8,982	36,704	+ 4.5	17,710	+ 2.5
Milwaukee	5	4	1	1,498	1,646	1,609	1,704	1,159	1,366	6,457	+21.5	2,725	-15.3
Pittsburgh	13	10	3	6,382	6,622	6,975	8,415	7,035	7,280	28,394	+17.6	14,315	+ 9.6
San Francisco	36	27	9	12,621	13,513	14,955	15,629	14,535	15,089	56,758	+29.1	29,624	+13.4
St. Louis	5	3	2	1,793	1,795	1,790	1,892	1,820	1,771	7,260	- 5.9	3,591	+ 0.4

* *States and cities with less than five stores reporting or with a sample of less than seven percent of the 1935 sales are not shown separately.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

DEPARTMENT STORES

More than 2,000 department stores throughout the country, with aggregate sales in 1937 of $1,577,504,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 11.9 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 10.9 percent and the second quarter a loss of 12.8 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 19.8 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Department Stores		
	Stores	Sales	Change from Preceding Period
1929 Census	4,221	$4,350,098,000	--
1933 Census	3,544	2,544,960,000	-41.5%
1935 Census	4,201	3,311,070,000	+30.1%
Identical stores included in this Survey:			
Year 1935	2,117	1,317,322,000	--
Year 1937	2,117	1,577,504,000	+19.8%
First Half 1937	2,117	714,136,000	--
First Half 1938	2,117	629,146,000	-11.9%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 20.3 percent; second quarter, 25.0 percent; third quarter, 22.4 percent; fourth quarter, 32.3 percent. All geographic divisions and all States, with the exception of South Dakota, show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 4.5 percent for the West South Central Division to 18.3 percent for the East North Central Division.

Pay Roll

Total pay roll, exclusive of the services of proprietors, amounted to $237,923,000 for 1937, representing an increase of 24.7 percent over the pay roll for 1935. For the first half of 1938 a pay roll of $103,696,000 was reported, a decrease of 5.1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+19.8	+24.7
First half 1938 compared with first half 1937	-11.9	- 5.1

Independents and Chains

Of the 2,117 identical stores that make up this report, 501 are independents which accounted for 62 percent of the sales and 70 percent of the pay roll reported for 1937. Sales in 1937 show an increase over 1935 of 17.2 percent for independents and 23.8 percent for chains, while pay roll for the same period shows increases of 21.9 percent and 31.9 percent, respectively. Separate figures for independents and chains are shown only in United States totals, because in a number of States, and in some geographic divisions, the greater part of the chain data represents but one or two chain organizations. Also, figures are not shown for certain States nor for one city for which the sample is inadequate.

Size of Sample

The stores included in this Survey constitute a sample of 40 percent in sales and 50 percent in number of all department stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	4,201	1,745	2,456	$3,311,070	$2,041,769	$1,269,301
1937 Survey	2,117	501	1,616	1,317,322	813,625	503,697
Percent Sample	50%	29%	66%	40%	40%	40%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	28	34	Milwaukee	69	68
Boston	59	15	New York	34	45
Buffalo	52	51	Philadelphia	32	45
Chicago	28	19	Pittsburgh	38	53
Cleveland	36	48	San Francisco	45	48
Detroit	62	81	St. Louis	50	18
Los Angeles	36	15			

Attached are tables showing sales and pay roll for each quarter by geographic divisions and States.

Scope of Survey

The data contained in this report represent department stores for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the department store trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with annual sales less than $100,000, for Census purposes, are not included in the department store classification. Stores which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions, States and cities.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate direction of James O. Reid with the technical supervision of John Guernsey, Distribution Economist.

CENSUS SURVEY OF BUSINESS: 1937-38 — **DEPARTMENT STORES** — **RETAIL DISTRIBUTION**

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores Included In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	2,117	50	$1,317,322	40	$318,568	$394,560	$334,269	$509,099	$284,887	$344,259	$1,577,504	+19.8	$628,146	-11.9
Independents	501	29	813,625	40	203,120	232,376	205,517	312,901	182,161	205,447	953,814	+17.2	387,608	-11.0
Chains	1,616	66	503,697	40	116,448	162,192	128,752	196,198	102,726	138,812	623,690	+23.8	241,538	-13.3
NEW ENGLAND	181	58	83,656	36	18,221	24,161	20,708	29,692	15,758	21,585	92,805	+10.9	37,343	-11.9
Connecticut	40	55	17,983	48	4,102	5,443	4,830	6,587	3,516	4,710	20,916	+16.3	8,226	-13.9
Maine	17	39	6,503	39	1,316	1,928	1,745	2,328	1,153	1,772	7,315	+12.5	2,925	- 9.8
Massachusetts	97	66	46,513	32	10,014	13,246	11,079	16,481	8,560	11,916	50,760	+ 9.1	20,476	-12.0
New Hampshire	14	54	2,723	47	539	823	770	908	807	764	3,040	+12.4	1,573	- 7.9
Rhode Island	10	48	9,310	40	2,117	2,555	2,180	3,299	1,918	2,850	10,091	+ 8.4	4,373	- 0.7
Vermont	3	21	624	20	113	166	158	209	104	166	660	+ 5.8	270	- 7.9
MIDDLE ATLANTIC	357	53	409,606	48	99,447	122,647	103,808	161,489	90,551	105,947	486,730	+18.8	196,498	-11.5
New Jersey	44	44	35,897	41	8,182	11,251	9,801	13,798	7,803	9,882	42,766	+19.1	17,685	-13.1
New York	143	51	196,693	45	45,727	57,662	48,356	79,744	44,671	52,382	232,489	+18.2	97,053	- 7.0
Pennsylvania	170	58	177,216	54	44,538	53,734	45,651	67,916	38,077	43,680	211,539	+19.4	82,357	-16.2
EAST NORTH CENTRAL	474	50	369,939	41	93,225	114,660	104,096	138,350	77,039	92,887	450,531	+21.8	169,926	-16.3
Illinois	99	39	92,701	32	22,776	27,925	25,900	34,228	19,769	24,175	109,598	+18.2	43,944	-14.1
Indiana	73	53	29,778	40	7,440	10,507	9,062	11,298	5,912	8,038	38,301	+28.6	13,964	-22.2
Michigan	89	54	103,952	72	26,884	30,774	29,349	38,077	20,098	23,497	123,884	+21.1	43,595	-24.5
Ohio	113	53	95,816	46	24,988	30,060	27,862	36,094	21,169	24,816	118,998	+25.0	45,385	-17.5
Wisconsin	100	56	48,298	59	11,131	14,973	13,593	18,069	10,131	12,927	57,766	+19.6	23,058	-11.7
WEST NORTH CENTRAL	265	51	95,396	26	18,713	24,722	22,680	30,035	18,039	22,833	98,290	+15.1	40,872	- 5.9
Iowa	68	59	21,471	60	5,356	7,743	7,288	9,288	5,280	6,960	29,315	+15.9	12,240	- 4.5
Kansas	44	55	9,053	42	1,975	2,677	2,457	3,389	1,859	2,305	10,508	+16.1	4,165	-10.5
Minnesota	55	51	15,494	16	3,173	4,617	4,388	6,161	3,193	4,366	18,339	+18.4	7,761	- 0.4
Missouri	37	46	16,875	30	3,997	5,080	4,405	6,890	3,748	4,823	19,788	+17.3	8,091	-10.4
Nebraska	27	47	10,762	39	2,370	2,978	2,834	3,809	2,212	2,764	11,991	+11.4	4,976	- 7.0
SOUTH ATLANTIC	200	44	137,421	42	28,868	33,283	30,153	46,315	26,238	31,440	139,159	+18.5	57,686	- 8.0
Delaware	6	75	2,379	61	572	728	665	987	499	688	3,068	+27.4	1,187	-13.7
District of Columbia	5	42	23,350	45	5,277	6,151	5,294	8,265	4,755	6,186	24,987	+11.8	10,941	- 4.3
Florida	23	56	11,975	52	3,476	3,222	2,922	4,923	3,356	3,156	14,543	+22.5	6,514	- 2.7
Georgia	34	51	15,218	43	3,376	3,759	3,664	7,883	4,775	3,468	24,462	+15.8	10,243	+ 6.4
Maryland	13	31	23,350	34	5,386	6,427	5,308	9,176	4,858	6,017	26,297	+12.6	10,875	- 7.9
North Carolina	29	34	8,685	29	2,078	2,530	2,411	3,463	1,909	2,494	10,476	+20.6	4,404	- 9.7
South Carolina	17	33	5,501	30	984	1,179	1,065	1,568	850	986	4,776	+36.4	1,836	-15.2
Virginia	41	57	18,331	38	2,749	3,637	3,207	5,034	2,535	3,359	14,627	+18.6	5,894	- 7.7
West Virginia	33	45	14,432	56	3,050	4,150	3,597	5,016	2,721	3,343	13,939	+ 6.5	5,792	-17.8
EAST SOUTH CENTRAL	92	41	28,393	28	7,229	9,684	8,589	11,639	6,544	8,209	37,171	+30.9	14,753	-12.9
Alabama	23	37	5,504	27	1,493	1,918	1,759	2,459	1,285	1,598	7,683	+39.5	2,883	-15.3
Kentucky	31	48	9,439	41	2,451	3,064	2,882	3,857	2,231	2,844	12,694	+34.5	5,075	-16.8
Mississippi	13	45	3,906	38	1,001	1,276	961	1,474	770	941	4,342	+14.1	1,711	-10.5
Tennessee	23	37	9,544	20	2,479	3,098	2,987	3,849	2,258	2,826	12,513	+29.7	5,084	- 8.8
WEST SOUTH CENTRAL	199	50	72,413	29	17,438	21,329	20,615	29,838	17,086	19,986	89,220	+23.2	37,072	- 4.5
Arkansas	10	29	2,095	26	504	615	1,051	1,647	588	1,099	3,742	+78.6	1,687	- 8.7
Louisiana	23	44	13,179	45	3,185	3,869	3,646	5,478	3,229	3,790	16,178	+22.8	7,019	- 0.3
Oklahoma	55	62	18,164	54	4,164	5,022	4,854	7,141	3,972	4,591	21,181	+16.6	9,563	- 6.8
Texas	111	50	37,172	25	9,351	11,331	10,697	15,572	9,097	10,507	47,119	+26.8	19,604	- 3.8
MOUNTAIN	138	51	37,335	38	8,345	10,639	10,517	14,751	7,412	9,797	44,252	+18.5	17,209	- 9.4
Arizona	16	46	5,108	36	1,376	1,617	1,349	2,048	1,264	1,435	6,390	+25.1	2,699	- 9.8
Colorado	26	57	5,624	18	1,286	1,706	1,756	2,230	1,140	1,504	6,980	+24.1	2,644	-11.7
Montana	22	42	6,340	41	1,307	1,628	1,714	2,327	1,100	1,517	6,974	+10.0	2,622	-10.6
Utah	22	67	9,774	69	2,186	2,849	2,716	4,079	1,928	2,559	11,832	+21.1	4,487	- 8.9
Wyoming	10	59	1,744	54	190	839	982	1,067	680	782	4,076	+ 3.8	1,757	- 7.5
PACIFIC	211	53	113,163	34	28,052	32,883	33,563	44,851	26,220	31,447	139,349	+23.1	57,667	- 5.0
California	127	50	71,267	31	18,618	20,622	21,109	29,664	17,610	20,519	89,013	+24.9	38,129	- 2.8
Oregon	28	56	10,150	23	2,332	3,080	3,277	3,919	2,154	2,812	12,608	+24.2	4,966	- 0.2
Washington	56	60	31,746	53	7,102	9,181	9,177	12,268	6,456	8,116	37,728	+18.8	14,572	- 9.3
Cities of more than 500,000 Population														
Baltimore	8	28	21,867	34	5,045	5,987	4,924	8,672	4,566	5,654	24,628	+12.6	10,220	- 7.4
Boston	13	59	13,542	15	2,725	3,500	2,693	4,641	2,339	3,369	13,559	+ 0.1	5,708	- 8.0
Buffalo	11	52	11,284	51	4,338	3,541	3,016	6,604	3,940	4,823	21,147	+38.5	8,763	-11.3
Chicago	19	28	63,278	19	15,799	19,097	16,118	23,566	13,698	16,415	74,580	+14.2	30,113	-13.7
Cleveland	4	36	31,821	48	6,609	9,307	9,436	11,044	7,284	7,545	39,589	+22.4	14,799	-17.4
Detroit	13	62	72,336	81	19,507	19,950	20,086	26,300	14,175	15,888	85,783	+18.6	30,003	-24.0
Los Angeles	9	36	13,329	15	4,152	3,898	3,902	5,458	3,789	3,508	17,404	+24.9	7,291	- 9.4
Milwaukee	9	59	23,141	68	5,571	7,195	6,725	8,884	5,176	6,190	29,377	+22.6	11,356	-11.1
New York	22	34	136,099	45	32,536	38,284	31,826	55,792	31,017	35,026	197,848	+15.0	66,043	- 6.0
Philadelphia	8	32	67,780	45	15,890	18,184	15,700	26,711	14,027	13,965	76,485	+12.8	27,992	-17.9
Pittsburgh	5	36	38,433	53	11,234	12,880	10,786	15,717	9,456	10,143	48,607	+26.5	19,598	-15.7
San Francisco	3	45	17,821	48	4,522	4,806	5,002	8,787	4,155	4,842	21,117	+18.5	8,997	- 5.5

*Figures are not shown separately for one city, nor for certain States for which the sample consists largely of data reported by one or two chain organizations. Data for such States are included in the totals of their respective geographic divisions.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DEPARTMENT STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,117	2,117	--	$58,349,988	$56,866,108	$56,132,830	$72,573,868	$51,065,350	$52,640,717	$237,922,754	+24.7	$103,696,067	- 5.1
Independents	501	501	--	37,940,522	40,539,926	39,467,292	48,850,167	37,321,767	37,749,248	166,817,907	+21.9	75,071,015	- 4.3
Chains	1,616	1,616	--	14,409,466	16,326,182	16,665,538	23,723,701	13,743,583	14,891,469	71,104,847	+31.9	28,625,052	- 6.9
NEW ENGLAND	181	181	--	3,119,577	3,315,556	3,358,251	3,980,211	2,995,181	3,104,211	13,767,595	+15.4	6,099,392	- 5.8
Connecticut	40	40	--	645,650	693,856	715,581	778,598	615,749	635,544	2,833,615	+16.4	1,251,293	- 6.5
Maine	17	17	--	219,544	219,995	226,277	280,855	210,011	216,900	945,971	+15.4	426,911	- 2.9
Massachusetts	97	97	--	1,767,223	1,857,883	1,862,604	2,271,357	1,697,390	1,761,543	7,757,712	+16.3	3,459,933	- 4.0
New Hampshire	14	14	--	71,155	80,194	83,860	103,996	68,746	79,102	339,185	+11.9	147,848	- 2.3
Rhode Island	10	10	--	396,290	443,271	441,830	515,689	384,397	388,822	1,796,480	+18.7	773,819	- 7.9
Vermont	3	3	--	21,750	20,457	28,749	29,676	18,888	21,900	94,232	+18.8	40,188	- 4.8
MIDDLE ATLANTIC	357	357	--	18,258,554	19,501,675	18,866,351	23,826,873	17,748,603	17,861,837	80,236,853	+19.4	35,610,440	- 5.4
New Jersey	44	44	--	1,583,883	1,631,436	1,638,294	1,917,718	1,420,593	1,516,885	6,704,725	+17.1	2,936,978	- 6.9
New York	143	143	--	8,588,974	9,089,874	8,907,808	11,866,563	8,697,126	8,563,014	38,093,213	+17.7	17,260,140	- 3.6
Pennsylvania	170	170	--	7,800,897	8,780,365	8,320,249	10,041,592	7,630,884	7,782,938	35,540,915	+21.0	15,393,322	- 2.8
EAST NORTH CENTRAL	474	474	--	15,085,508	16,816,982	16,531,139	20,685,700	14,103,671	14,790,351	69,060,288	+33.6	28,894,022	- 9.4
Illinois	99	99	--	3,485,214	3,678,297	3,578,140	4,283,098	3,088,814	3,278,258	14,098,749	+30.7	6,360,376	-10.4
Indiana	73	73	--	941,878	1,117,999	1,103,944	1,469,903	908,625	979,923	4,633,118	+34.2	1,888,428	- 8.6
Michigan	89	89	--	4,718,133	5,450,851	5,340,136	6,766,855	4,304,430	4,498,549	22,284,781	+42.8	8,796,786	-12.6
Ohio	113	113	--	4,187,588	4,578,343	4,580,015	5,641,183	4,090,491	4,204,533	18,981,129	+29.5	8,295,084	- 5.3
Wisconsin	100	100	--	1,813,301	1,994,082	1,934,927	2,524,661	1,711,303	1,833,405	8,260,511	+23.2	3,558,908	- 6.5
WEST NORTH CENTRAL	265	265	--	8,704,049	9,068,655	8,999,690	9,431,661	8,260,438	8,921,367	43,198,055	+26.2	17,711,819	- 1.0
Iowa	68	68	--	1,852,472	1,940,676	1,920,608	2,114,529	1,883,849	1,981,499	9,228,489	+31.6	3,865,348	- 2.1
Kansas	44	44	--	1,822,526	2,033,416	2,048,039	2,406,305	1,822,513	2,045,088	9,130,356	+21.8	4,667,595	- 1.6
Minnesota	55	55	--	414,820	474,306	467,994	701,865	453,311	480,288	2,159,013	+22.3	943,539	+ 6.1
Missouri	37	37	--	1,696,288	1,784,384	1,741,325	1,972,176	1,668,280	1,707,130	8,199,973	+24.9	3,375,410	+ 7.8
Nebraska	27	27	--	1,338,815	1,408,472	1,396,047	1,585,188	1,341,560	1,392,127	1,728,468	+20.4	733,687	- 1.6
SOUTH ATLANTIC	200	200	--	4,755,835	4,904,615	4,866,129	6,097,785	4,695,560	4,773,098	20,684,364	+17.1	9,468,648	- 2.0
Delaware	6	6	--	84,858	94,818	94,431	108,543	87,829	91,968	379,644	+25.7	179,797	+ 0.1
District of Columbia	5	5	--	1,013,156	1,031,106	1,006,284	1,284,911	986,798	1,065,870	4,859,619	+12.3	2,052,668	- 0.4
Florida	23	23	--	443,687	441,468	435,858	582,837	450,592	429,890	1,903,984	+28.6	880,468	- 0.5
Georgia	34	34	--	522,166	527,492	539,779	597,046	511,838	509,144	3,306,483	+20.5	1,019,976	- 1.8
Maryland	13	13	--	1,116,992	1,149,353	1,106,992	1,409,767	1,096,943	1,086,504	4,732,809	+6.5	2,183,447	- 3.6
North Carolina	28	28	--	472,946	505,921	503,590	587,969	471,213	480,931	1,310,356	+24.0	552,144	- 4.6
South Carolina	17	17	--	209,956	215,883	211,337	253,337	109,309	119,288	1,145,548	+41.0	218,497	+ 5.8
Virginia	41	41	--	393,301	408,056	410,141	545,212	392,043	400,806	1,755,718	+16.9	792,849	+ 1.1
West Virginia	33	33	--	499,145	529,439	526,734	691,693	489,041	499,787	2,843,001	+27.6	988,828	- 3.5
EAST SOUTH CENTRAL	98	98	--	900,298	1,043,143	1,028,808	1,344,244	891,557	946,465	4,310,597	+27.3	1,888,022	- 5.9
Alabama	23	23	--	195,824	214,548	219,016	271,054	185,505	199,384	899,842	+37.1	384,889	- 6.1
Kentucky	31	31	--	291,588	338,595	327,665	430,910	299,306	304,318	1,387,258	+32.2	602,332	- 5.9
Mississippi	15	15	--	98,537	111,947	105,075	180,654	100,778	104,904	497,013	+10.2	205,688	- 2.3
Tennessee	23	23	--	314,955	338,154	340,562	432,726	295,768	317,859	1,426,197	+23.4	613,627	- 6.0
WEST SOUTH CENTRAL	199	199	--	3,384,870	3,524,897	3,550,375	3,714,986	3,429,944	3,499,878	11,175,028	+25.6	4,959,822	- 1.0
Arkansas	10	10	--	131,692	142,104	141,921	154,021	150,958	140,672	630,370	+31.1	291,630	- 3.4
Louisiana	23	23	--	517,287	540,291	572,298	737,336	567,481	545,293	2,367,326	+29.9	1,073,014	+ 1.5
Oklahoma	55	55	--	537,567	556,402	568,156	691,694	571,477	564,548	2,540,847	+21.8	1,122,114	+ 2.6
Texas	111	111	--	2,198,324	2,288,106	2,277,873	2,990,935	2,210,088	2,262,976	5,638,498	+25.4	2,473,064	- 0.5
MOUNTAIN	136	136	--	1,015,848	1,115,106	1,159,041	1,930,090	1,015,848	1,086,193	5,288,879	+25.7	2,108,041	- 1.4
Arizona	16	16	--	143,351	156,183	158,366	269,979	148,694	154,740	721,899	+31.4	303,434	+ 1.3
Colorado	26	26	--	141,803	166,080	170,646	276,865	140,538	153,902	754,794	+27.3	294,434	- 4.4
Montana	22	22	--	171,316	174,451	190,580	329,057	165,910	178,565	865,346	+ 4.6	338,475	- 2.1
Utah	22	22	--	327,196	363,643	391,315	544,494	327,644	327,190	1,618,650	+37.6	684,834	- 1.2
Wyoming	10	10	--	41,587	44,692	46,715	85,965	43,836	45,781	218,900	+32.4	89,017	+ 3.2
PACIFIC	211	211	--	5,231,295	5,561,339	4,792,353	6,613,918	4,394,534	4,687,327	20,819,109	+32.3	9,061,861	- 2.4
California	127	127	--	2,988,113	3,076,589	2,805,708	4,086,800	3,084,140	3,158,520	13,575,317	+36.6	6,182,975	+ 3.7
Oregon	28	28	--	308,348	338,085	353,266	527,124	310,996	330,953	1,526,763	+29.1	641,959	- 0.7
Washington	56	56	--	1,934,932	2,146,665	1,633,379	2,006,989	1,099,398	1,197,854	5,716,829	+24.9	2,196,927	- 0.2
Cities of more than 500,000 Population:													
Baltimore	8	8	--	1,073,134	1,103,872	1,064,418	1,306,490	1,055,345	1,045,490	4,547,898	+ 8.3	2,100,835	- 3.5
Boston	13	13	--	525,531	552,322	536,467	641,705	493,324	527,201	2,256,225	+ 8.2	1,020,525	- 5.3
Buffalo	11	11	--	726,436	771,490	767,959	853,543	663,631	678,062	3,119,467	+29.7	1,341,693	-10.4
Chicago	19	19	--	2,586,616	2,667,489	2,590,462	2,927,849	2,872,493	2,394,309	10,702,436	+31.6	4,651,802	-10.4
Cleveland	4	4	--	1,637,485	1,741,717	1,761,896	2,037,965	1,586,633	1,615,904	7,199,003	+25.3	3,172,537	- 6.1
Detroit	13	13	--	3,778,588	4,314,776	4,045,323	5,126,027	3,401,788	3,552,324	14,547,055	+44.2	6,954,112	-14.0
Los Angeles	9	9	--	647,084	661,190	668,556	873,009	673,890	651,130	2,843,839	+37.3	1,325,020	+ 1.3
Milwaukee	9	9	--	1,106,990	1,188,448	1,129,749	1,378,221	1,009,859	1,058,701	4,903,408	+30.8	2,067,970	- 9.9
New York	22	22	--	6,498,897	6,583,758	6,386,343	8,869,629	6,430,080	6,254,673	27,738,084	+17.1	12,684,753	- 3.0
Philadelphia	8	8	--	3,178,825	3,463,010	3,276,595	4,276,272	3,235,368	3,016,982	14,190,102	+15.0	6,252,324	- 2.9
Pittsburgh	5	5	--	2,048,093	2,439,027	2,240,634	2,719,729	1,998,208	2,134,474	9,441,293	+39.1	4,132,682	- 7.8
San Francisco	5	5	--	824,877	887,896	953,849	1,150,874	883,276	900,485	3,826,898	+26.3	1,783,761	+ 4.2

*Figures are not shown separately for one city, nor for certain States for which the sample consists largely of data reported by one or two chain organizations. Data for such States are included in the totals of their respective geographic divisions.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
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DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

DRINKING PLACES

Nearly 4,300 drinking places throughout the country, with aggregate sales in 1937 of $81,417,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 8.9 percent over the preceding quarter. Sales during the first half of 1938 were off 7.6 percent as compared with their sales for the same period of 1937. The first quarter of 1938 showed a loss of 4.6 percent and the second quarter a loss of 10.2 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 35.1 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

The classification "Drinking Places", for Census purposes, represents establishments whose principal business is the sale, for consumption on the premises, of alcoholic liquors, beer, ale and wine. Drinking places are variously known as bars, taprooms, taverns, beer gardens, etc. Beer, wine and liquor in glasses for consumption on the premises are often sold in restaurants and other eating places, for which there is a separate classification, as well as in establishments classified as drinking places.

Sales

All geographic divisions and all States show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 3.6 percent for the South Atlantic Division to 11.7 percent for the East North Central Division.

Pay Roll

Of the 4,284 drinking places included in the Survey, 652 reported no paid employees. The remaining 3,632 establishments reported pay roll, exclusive of the services of proprietors, to the amount of $10,058,000 for 1937, representing an increase of 23.1 percent over the total for 1935, and $4,974,000 for the first half of 1938, an increase of 4.0 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+35.1	+23.1
First half 1938 compared with first half 1937	- 7.6	+ 4.0

Size of Sample

The drinking places included in the Survey constitute a sample of 8 percent in sales, and 4 percent in number of all such establishments shown in the 1935 Census. A summary follows:

	Establishments	Sales in 1935
1935 Census	98,005	$723,961,000
1937 Survey	4,284	60,281,000
Percent Sample	4%	8%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Establishments	Sales		Establishments	Sales
	%	%		%	%
Baltimore	3	6	Milwaukee	5	8
Boston	8	10	New York	8	11
Buffalo	5	7	Philadelphia	9	11
Chicago	2	6	Pittsburgh	9	13
Cleveland	3	9	San Francisco	7	11
Detroit	4	8	St. Louis	3	5
Los Angeles	3	4			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities with less than five establishments reporting, or for which the sample represents less than five percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 4,284 drinking places, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by drinking places. The canvass for the Survey was conducted by mail from lists composed only of establishments included in the 1935 Census of Business. Establishments with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some establishments failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the establishments included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRINKING PLACES

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	4,284	4	$60,281	8	$17,958	$20,903	$22,360	$20,886	$17,146	$18,672	$81,417	+53.1	$35,818	- 7.6
NEW ENGLAND	299	6	4,017	9	1,106	1,273	1,290	1,243	1,049	1,153	5,008	+24.3	2,183	- 8.2
Connecticut	105	6	1,045	9	288	349	403	338	272	303	1,372	+31.5	577	- 8.6
Maine	13	4	148	9	35	43	49	37	34	45	163	+10.1	77	- 1.3
Massachusetts	150	8	2,447	10	597	766	818	766	650	699	3,051	+24.7	1,329	- 7.8
Rhode Island	28	4	361	6	97	110	115	98	88	94	418	+13.8	182	-12.1
MIDDLE ATLANTIC	1,687	6	25,001	10	7,198	8,263	8,748	8,054	6,882	7,380	32,389	+25.7	14,462	- 6.5
New Jersey	423	6	3,246	9	1,435	1,794	1,944	1,690	1,445	1,644	6,903	+51.6	3,089	- 5.9
New York	658	7	12,107	10	3,583	4,088	4,308	4,084	5,491	5,807	16,065	+32.7	7,298	- 4.9
Pennsylvania	362	3	6,448	10	2,180	2,381	2,510	2,300	1,948	2,129	9,321	+44.6	4,077	- 9.6
EAST NORTH CENTRAL	1,284	4	16,491	8	3,059	5,919	6,576	5,672	4,690	3,016	23,023	+39.6	9,696	-11.7
Illinois	378	3	4,525	9	1,406	1,611	1,746	1,608	1,376	1,454	6,565	+40.7	2,830	- 6.8
Indiana	98	5	1,151	9	574	444	471	404	338	379	1,693	+47.1	717	-13.5
Michigan	185	4	1,919	8	547	767	835	741	599	659	2,990	+55.8	1,258	-15.2
Ohio	269	5	4,790	10	1,454	1,715	1,825	1,566	1,267	1,365	6,360	+37.2	2,632	-16.9
Wisconsin	376	4	4,116	7	1,178	1,381	1,499	1,359	1,110	1,179	5,417	+31.6	2,289	-10.6
WEST NORTH CENTRAL	562	5	3,189	6	1,462	1,711	1,896	1,675	1,447	1,609	6,742	+31.4	3,056	- 3.7
Iowa	95	4	992	9	269	349	401	328	289	333	1,347	+35.8	622	+ 0.6
Minnesota	109	5	2,193	7	660	746	815	762	660	719	2,985	+36.0	1,379	- 1.9
Missouri	70	2	971	5	292	314	335	296	255	276	1,221	+25.4	531	-11.2
North Dakota	28	5	300	6	63	88	111	85	68	83	349	+15.7	151	0.0
South Dakota	20	4	245	7	64	74	77	68	39	62	283	+13.5	121	-12.3
SOUTH ATLANTIC	161	3	2,309	6	778	793	837	845	756	738	3,251	+40.8	1,514	- 3.6
Delaware	19	8	256	13	88	98	106	89	74	86	361	+48.8	168	-18.9
Florida	82	2	533	5	199	130	151	171	207	144	651	+70.8	551	+ 6.7
Georgia	6	1	118	5	40	37	39	41	37	56	153	+29.4	73	- 5.2
Maryland	70	5	866	6	245	296	319	317	246	279	1,177	+35.9	525	- 3.0
North Carolina	9	4	121	11	39	44	41	37	36	38	161	+55.1	74	-10.8
Virginia	12	4	188	9	44	55	60	52	45	32	209	+11.2	95	- 2.1
West Virginia	21	2	322	7	96	105	114	104	86	95	419	+29.5	161	- 9.0
EAST SOUTH CENTRAL	16	1	257	2	77	87	93	84	74	77	343	+44.7	131	- 7.9
WEST SOUTH CENTRAL	69	2	994	4	296	316	324	314	281	295	1,250	+25.8	576	- 5.9
Texas	54	2	809	5	145	166	190	147	126	147	628	+23.9	288	- 9.3
MOUNTAIN	111	4	1,996	7	466	654	721	619	484	567	2,460	+57.0	1,051	- 6.2
Arizona	18	6	315	11	103	117	108	113	88	88	445	+41.5	176	-20.0
Colorado	13	4	257	7	73	96	111	87	78	85	353	+48.0	163	- 8.4
Montana	51	4	607	8	139	221	259	215	162	196	812	+33.8	358	- 0.6
Utah	8	4	163	15	58	70	84	56	44	60	240	+48.5	104	- 1.0
Wyoming	12	4	157	5	56	44	49	48	31	42	171	+ 8.9	75	- 8.8
PACIFIC	345	6	5,507	11	1,586	1,988	1,969	1,774	1,494	1,635	7,057	+28.1	3,129	- 5.6
California	201	5	3,369	10	964	1,065	1,161	1,108	958	992	4,296	+27.6	1,950	- 4.8
Oregon	31	6	435	10	105	140	163	138	106	126	540	+19.7	232	- 5.5
Washington	113	7	1,685	12	437	585	645	534	450	517	2,221	+31.8	967	- 7.8
Cities of more than 500,000 population											-			
Baltimore	56	5	723	6	206	244	237	241	207	229	968	+33.9	436	- 3.1
Boston	81	8	695	10	190	204	212	211	179	180	817	+17.9	359	- 8.9
Buffalo	32	3	470	7	146	168	170	159	156	147	643	+36.8	293	- 9.5
Chicago	135	5	2,045	8	652	723	765	722	634	654	2,862	+39.9	1,288	- 6.5
Cleveland	40	5	742	9	233	261	272	250	196	213	1,016	+36.9	411	-16.8
Detroit	63	4	748	8	275	301	311	296	228	231	1,183	+58.2	459	-20.3
Milwaukee	103	3	1,104	8	381	409	413	417	350	339	1,620	+46.7	689	-18.8
New York	532	*	9,972	11	2,404	2,645	2,699	2,665	2,319	2,458	10,414	+30.6	4,777	- 3.4
Philadelphia	178	9	2,101	11	671	747	776	740	645	671	2,934	+29.6	1,316	- 7.3
Pittsburgh	46	9	606	13	224	252	249	229	194	219	954	+57.4	413	-13.8
San Francisco	40	7	597	11	170	185	185	178	149	135	718	+20.3	308	-14.9
St. Louis	36	5	445	5	134	171	168	134	156	143	647	+45.4	281	-13.5

* *States and cities with less than five establishments reporting or with a sample of less than five percent of 1935 sales are not shown separately.*

Data for such states are included in the totals of their respective geographic divisions.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRINKING PLACES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	4,284	3,632	652	$2,214,930	$2,467,709	$2,595,234	$2,680,309	$2,455,898	$2,517,796	$10,058,182	+23.1	$4,973,694	+ 4.0
NEW ENGLAND	299	265	34	159,197	169,515	190,906	187,917	176,001	179,414	697,535	+11.4	355,415	+ 8.1
Connecticut	106	83	23	34,725	36,651	39,989	41,844	38,358	38,656	153,207	- 1.3	77,014	+ 7.9
Maine	13	10	3	3,213	5,707	4,870	3,996	3,281	3,681	15,166	+24.2	6,962	+ 0.6
Massachusetts	150	149	1	108,835	115,469	122,866	121,549	120,637	122,010	473,319	+15.9	242,647	+ 8.5
Rhode Island	28	21	7	12,458	13,090	13,899	14,150	13,172	14,514	55,577	+12.1	27,686	+ 8.4
MIDDLE ATLANTIC	1,537	1,277	260	901,877	954,158	975,780	1,004,497	940,739	981,805	3,836,312	+13.1	1,921,944	+ 3.6
New Jersey	423	325	98	172,683	189,035	198,823	195,668	185,304	185,095	754,369	+ 3.5	380,399	+ 5.7
New York	552	485	67	507,503	535,556	535,894	565,272	528,565	556,832	2,142,225	+19.5	1,085,397	+ 4.1
Pennsylvania	562	467	95	221,691	231,567	241,063	243,557	226,870	239,878	939,718	+ 7.9	456,148	+ 0.6
EAST NORTH CENTRAL	1,284	1,075	209	611,003	662,200	704,300	728,372	644,390	638,059	2,706,505	+26.6	1,282,429	+ 0.7
Illinois	398	315	83	184,834	201,161	213,588	224,158	202,992	204,189	823,751	+41.9	406,901	+ 0.4
Indiana	91	66	12	38,279	40,704	43,234	45,026	39,364	38,935	167,243	+40.7	78,319	- 0.8
Michigan	183	162	21	94,188	103,435	109,693	109,320	97,711	93,946	418,610	+40.6	191,557	+ 2.1
Ohio	269	235	34	181,246	200,984	215,063	214,619	184,409	183,691	811,910	+28.6	368,080	- 3.7
Wisconsin	343	297	77	112,452	117,916	122,582	135,251	120,094	117,478	490,991	+37.2	237,572	+ 5.1
WEST NORTH CENTRAL	362	307	55	186,449	193,000	207,670	217,449	202,132	212,434	804,568	+29.2	414,566	+ 9.3
Iowa	96	73	23	22,738	24,866	26,954	30,528	25,587	27,225	105,086	+40.1	52,812	+10.9
Minnesota	109	96	13	103,599	106,577	114,475	117,116	112,844	119,970	441,767	+44.3	232,814	+10.8
Missouri	70	63	5	56,257	57,854	59,914	59,977	56,703	60,120	157,694	+14.1	78,823	+ 3.7
North Dakota	23	23	5	5,259	5,678	6,298	5,583	6,118	5,909	22,918	+27.2	12,081	+ 9.9
South Dakota	20	16	4	4,815	5,025	5,374	5,633	5,835	5,210	20,915	+25.1	10,451	+ 5.5
SOUTH ATLANTIC	161	130	31	81,874	79,451	80,729	85,893	83,995	84,802	327,947	+21.1	168,797	+ 4.6
Delaware	19	12	5	8,824	9,364	9,588	9,418	8,410	9,496	37,188	+29.4	17,906	- 1.6
Florida	22	22	--	23,038	17,843	17,172	20,485	21,995	18,686	79,538	+31.5	40,681	- 0.3
Georgia	6	6	--	2,969	2,977	3,048	3,047	2,771	2,743	11,820	+16.9	5,513	- 0.6
Maryland	70	48	22	24,738	25,496	26,551	27,348	27,780	30,075	104,133	+23.5	57,855	+15.2
North Carolina	9	9	--	4,486	4,499	4,419	4,051	4,231	4,509	17,435	- 4.5	8,740	- 2.7
Virginia	12	12	--	5,453	5,825	5,949	5,999	5,605	6,224	23,225	+14.8	11,831	- 4.9
West Virginia	21	17	4	10,338	11,491	11,798	13,289	11,219	11,048	46,863	+20.2	22,267	+ 2.0
EAST SOUTH CENTRAL	15	15	1	4,736	5,485	5,889	5,739	5,202	5,417	21,789	- 3.9	10,619	+ 3.9
WEST SOUTH CENTRAL	69	58	11	36,544	38,097	37,380	38,725	38,089	38,851	150,747	+ 7.1	73,990	- 1.0
Texas	34	31	3	22,679	23,518	23,689	24,397	24,571	24,541	99,273	+24.5	49,218	+ 2.1
MOUNTAIN	111	102	9	66,688	68,205	90,915	87,428	76,813	82,495	327,230	+33.3	159,298	+ 7.0
Arizona	18	17	1	11,091	12,911	12,431	11,674	10,993	10,178	47,503	+ 4.3	21,151	- 9.8
Colorado	15	15	--	8,241	9,955	11,909	12,180	10,586	10,881	41,896	+31.8	21,474	+17.9
Montana	31	29	2	25,654	32,252	34,054	34,292	28,180	31,193	126,212	+43.9	59,373	+ 2.5
Wyoming	12	10	2	2,716	3,033	5,085	3,014	2,968	3,450	11,848	-28.2	5,418	+11.5
PACIFIC	345	303	42	265,568	283,598	311,036	324,288	288,617	298,129	1,185,549	+36.3	586,746	+ 6.6
California	201	171	30	173,985	179,062	198,095	204,861	197,915	191,019	755,303	+38.4	378,934	+ 7.3
Oregon	31	29	2	12,449	13,329	15,228	14,972	13,656	13,558	56,378	+19.4	27,214	+ 4.0
Washington	113	103	10	80,134	90,907	97,713	104,455	77,046	93,552	373,788	+35.1	180,598	+ 5.6
Cities of more than 500,000 Population													
Baltimore	56	41	15	22,814	23,508	23,891	24,881	23,141	24,187	95,094	+26.6	47,328	+ 2.2
Boston	31	31	--	24,484	25,377	26,454	25,954	25,276	25,721	101,837	+12.3	51,997	+ 0.3
Buffalo	32	25	7	16,598	16,448	17,310	19,707	17,344	17,061	70,063	+15.8	34,405	+ 4.1
Chicago	135	117	18	101,464	111,840	115,977	124,939	111,334	113,605	453,620	+40.9	224,939	+ 5.8
Cleveland	40	35	5	34,868	37,998	38,410	34,082	31,623	31,482	140,972	+11.1	63,545	-10.2
Detroit	63	60	3	52,146	54,587	56,673	56,496	51,039	47,947	222,102	+43.5	98,986	- 7.3
Milwaukee	103	82	21	36,680	38,591	37,989	44,896	41,347	36,459	160,096	+70.6	77,806	+ 0.7
New York	352	331	21	353,018	371,562	358,704	366,086	369,131	389,149	1,469,364	+17.2	758,280	+ 4.7
Philadelphia	178	152	26	75,621	78,012	80,958	83,589	79,183	80,632	318,513	- 3.2	159,755	+ 3.4
Pittsburgh	46	37	9	18,994	20,201	23,397	22,657	19,551	19,951	85,849	+ 6.9	39,502	+ 0.8
San Francisco	40	33	7	32,180	33,290	34,023	33,039	28,795	30,355	132,471	+22.6	59,161	- 9.6
St. Louis	36	34	2	20,588	21,472	21,783	25,986	23,240	24,566	89,986	+16.6	47,806	+13.6

* States and cities with less than five establishments reporting or with a sample of less than five percent of 1935 sales are not shown separately. Pay roll not shown for Utah because of incomplete data tar one important establishment. Data for such states are incl ded in the totals of their respective geographic divisions.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

DRUG STORE CHAINS

Sixty drug chain organizations, operating 1,554 stores throughout the country with aggregate sales of $167,272,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were within 4.8 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 4.2 percent and the second quarter a loss of 5.5 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 15.4 percent as compared with a total of $144,901,000 for 1,463 stores in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Drug Store Chains		
	Stores	Sales	Change from Preceding Period
1929 Census	3,526	$312,451,000	--
1933 Census	3,760	267,299,000	-14.5%
1935 Census	3,744	316,807,000	+18.5%
Identical chain organizations included in this Survey:			
Year 1935	1,463	144,901,000	--
Year 1937	1,554	167,272,000	+15.4%
First Half 1937 (60 organizations)		80,611,000	--
First Half 1938 (60 organizations)		76,703,000	- 4.8%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 23.9 percent; second quarter, 24.3 percent; third quarter, 24.5 percent; fourth quarter, 27.3 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from five-tenths of 1 percent for the West South Central Division to 10.8 percent for the West North Central Division.

Pay Roll

Total store pay roll (not including central-office nor warehouse pay rolls) amounted to $21,314,000 for 1937, representing an increase of 17.8 percent over the total for 1935. For the first half of 1938 a pay roll of $10,301,000 was reported, an increase of 2.3 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+15.4	+17.8
First half 1938 compared with first half 1937	- 4.8	+ 2.3

Size of Sample

The stores included in this Survey constitute a sample of 46 percent in sales, and 39 percent in number of all chain drug stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	3,744	$316,807,000
1937 Survey	1,463	144,901,000
Percent Sample	39%	46%

Identical Chain Units (Stores)

Tables are shown in this report for 1,104 identical chain units for which separate and comparable data are available for both 1937 and 1935. A similar report was issued recently for identical independent drug stores. Following is a comparison of percentage changes in sales and pay roll for identical chain organizations, chain units and independent stores:

	Percent Change			
	Year 1935 To Year 1937		First Half 1937 To First Half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Identical chain organizations (60)	+15.4	+17.8	-4.8	+2.3
Identical chain units (1,104)	+ 8.2	+ 8.0	-7.8	-0.5
Identical independent stores (7,094)	+19.2	+12.7	-3.8	+2.5

Tables 1 and 2 show sales and pay roll for identical chain organizations, by quarters and geographic divisions and Tables 1A and 2A show the same information for the 1,104 identical chain units.

Scope of Survey

The data contained in this report were supplied by 60 retail drug chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the chain retail drug trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRUG STORE CHAINS

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF CHAINS INCLUDED IN 1937-38 SURVEY	NUMBER OF UNITS REPORTED		1935 SALES OF UNITS INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST-HALF 1937
		1937-38	1935												
UNITED STATES	60	1,554	1,463	$144,901	45.7	$40,011	$40,600	$40,969	$45,692	$38,337	$36,366	$167,372	+15.4	$76,703	- 4.8
New England and Middle Atlantic	19	505	474	43,043	52.1	11,748	11,865	12,113	13,403	11,155	10,996	49,129	+14.1	22,151	- 6.2
East North Central	25	487	446	37,178	39.0	10,360	10,714	10,966	11,788	9,795	9,856	43,828	+17.9	19,651	- 6.8
West North Central	5	64	59	12,620	39.4	3,116	3,217	3,128	3,619	2,790	2,856	13,080	+ 3.6	5,646	-10.8
South Atlantic	12	246	241	28,190	62.1	8,070	7,938	7,793	9,001	8,027	7,864	32,802	+16.4	15,911	- 0.6
East South Central	6	28	31	2,468	30.6	647	659	650	704	613	630	2,660	+ 7.8	1,243	- 4.8
West South Central	5	48	44	5,308	24.9	1,665	1,703	1,730	1,979	1,692	1,676	7,095	+33.7	3,368	- 0.5
Mountain and Pacific	6	176	168	16,094	37.4	4,387	4,504	4,589	5,198	4,265	4,468	18,678	+16.1	8,733	- 1.8

DRUG STORE CHAINS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF) AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	NUMBER OF CHAINS INCLUDED IN 1937-38 SURVEY	NUMBER OF UNITS REPORTED		PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
		1937-38	1935	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST-HALF 1937
UNITED STATES	60	1,554	1,463	$4,853,038	$5,214,965	$5,525,599	$5,725,510	$5,150,862	$5,150,427	$21,314,012	+17.8	$10,301,289	+2.3
New England and Middle Atlantic	19	505	474	1,411,020	1,485,709	1,607,531	1,523,972	1,476,430	1,436,702	6,128,232	+ 5.9	2,915,132	+0.6
East North Central	25	487	446	1,226,288	1,347,277	1,493,885	1,489,771	1,345,732	1,327,054	5,557,221	+22.9	2,672,786	+3.9
West North Central	5	64	59	280,669	300,305	323,510	345,822	291,694	301,171	1,250,306	+ 2.0	592,865	+2.0
South Atlantic	12	246	241	959,973	997,991	1,033,150	1,083,345	1,004,755	1,012,913	4,074,459	+20.3	2,017,668	+3.0
East South Central	6	28	31	88,621	94,546	96,841	93,886	88,917	88,627	375,894	+ 7.0	177,544	-3.1
West South Central	5	48	44	259,523	280,575	283,657	306,973	277,206	274,198	1,130,928	+30.8	551,404	+2.1
Mountain and Pacific	6	176	168	626,944	708,562	681,925	773,541	665,128	707,762	2,796,972	+39.1	1,372,890	+2.8

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRUG STORE CHAINS

TABLE 1A.–SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	1,104	29	$ 112,879	35	$ 29,476	$ 29,611	$ 29,553	$ 32,687	$ 27,348	$ 27,132	$ 121,527	+ 8.2	$ 54,474	- 7.8
New England and Middle Atlantic	402	38	38,551	47	9,893	9,953	10,061	11,011	9,138	9,101	40,918	+ 6.1	18,233	- 8.1
East North Central	343	31	29,767	31	8,155	8,348	8,433	9,131	7,419	7,320	34,061	+14.4	14,759	-10.7
West North Central	51	17	11,945	37	2,665	2,736	2,553	2,995	2,555	2,372	10,949	- 8.3	4,727	-12.5
South Atlantic	150	42	15,498	45	4,368	4,188	4,090	4,742	4,269	4,074	17,376	+12.2	8,343	- 2.4
East South Central	25	18	2,119	26	589	604	601	672	576	588	2,466	+16.4	1,164	- 2.4
West South Central	15	5	1,552	7	468	458	451	559	451	437	1,926	+24.7	888	- 4.1
Mountain and Pacific	118	24	12,853	30	3,344	3,336	3,364	3,777	3,140	3,240	13,821	+ 7.5	6,360	- 4.5

DRUG STORE CHAINS

TABLE 2A.–PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey	Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	1,104	$3,455,782	$3,671,401	$3,672,911	$3,974,047	$3,561,436	$3,527,155	$14,974,141	+ 8.0	$7,088,591	- 0.5
New England and Middle Atlantic	402	1,178,328	1,259,367	1,335,271	1,367,022	1,204,595	1,183,511	5,079,998	0.0	2,388,106	- 1.8
East North Central	343	933,246	1,006,428	1,104,144	1,087,037	971,037	946,994	4,130,849	+13.7	1,918,031	- 1.1
West North Central	51	233,004	245,973	253,644	276,111	238,937	243,843	1,008,732	- 9.1	482,780	+ 0.8
South Atlantic	150	510,017	534,402	544,416	573,234	538,369	519,930	2,152,069	+11.0	1,048,299	+ 1.3
East South Central	25	82,458	87,939	91,332	91,032	83,544	83,061	352,761	+10.9	166,605	- 2.2
West South Central	15	51,418	54,905	56,900	57,310	54,108	50,097	220,531	+ 2.8	104,205	- 2.0
Mountain and Pacific	118	467,311	512,395	487,204	562,301	490,845	499,719	2,029,211	+29.0	980,565	+ 0.1

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND–Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC–N. J., N. Y., Pa.
EAST NORTH CENTRAL–Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL–Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC–Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL–Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL–Ark., La., Okla., Tex.
MOUNTAIN–Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC–Calif., Oreg., Wash.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

DRUG STORES (EXCEPT DRUG CHAINS)

More than 7,000 independent drug stores throughout the country, with aggregate sales in 1937 of $174,674,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 3.8 percent of their sales for the same period of 1937. The first quarter showed a loss of 3.2 percent, and the second quarter showed a loss of 4.4 percent in comparison with the corresponding quarters of 1937.

Compared with 1935, the latest year covered by a regular business census, their 1937 sales represent an increase of 19.2 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in the first retail report issued in connection with the Census Survey of Business for 1937-38.

A comparison of stores and sales, excluding chains, follows:

	Stores	Sales	Change from Preceding Period
1929 Census	54,732	$1,377,948,000	--
1933 Census	54,647	798,953,000	-42.0%
1935 Census	52,953	915,786,000	+14.6%
Identical stores included in Survey:			
Year 1935	7,047	146,560,000	--
Year 1937	7,047	174,674,000	+19.2%
First Half 1937	7,047	84,574,000	--
First Half 1938	7,047	81,347,000	- 3.8%

The stores included in the Survey constitute a sample of 16 percent in sales, and 13 percent in number of all independent drug stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	52,953	$915,786,000
1937 Survey	7,047	146,560,000
Percent Sample	13%	16%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample Stores %	Size of Sample Sales %	City	Size of Sample Stores %	Size of Sample Sales %
Baltimore	14	15	Milwaukee	18	23
Boston	15	19	New York	7	7
Buffalo	11	12	Philadelphia	7	7
Chicago	13	14	Pittsburgh	15	17
Cleveland	15	19	San Francisco	16	17
Detroit	11	13	St. Louis	12	14
Los Angeles	13	15			

Pay Roll

Of the 7,047 stores, 612 reported no paid employees. The remaining 6,435 stores reported pay roll, exclusive of the services of proprietors, of $19,017,000 in 1937, up 12.7 percent from the total for 1935, and $9,336,000 for the first half of 1938, up 2.5 percent from that for the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+19.2	+12.7
First half 1938 compared with first half 1937	- 3.8	+ 2.5

Attached are tables showing sales and pay roll for each quarter by geographic divisions and states.

Sales

All geographic divisions and all states show sales increases from 1935 to 1937. For the first half of 1938, all geographic divisions, register moderate losses, as compared with the first half of 1937, ranging from nine-tenths of 1 percent in the West South Central States to 6.4 percent in the East South Central Division. States showing sales increases for the first half of 1938 include Vermont (1.7%), Iowa (1.4%), Minnesota (0.2%), Florida (3.1%), Louisiana (1.3%), Oklahoma (1.2%) and Utah (1.8%).

Scope of Survey

The data contained in this report were supplied by 7,047 independent drug stores which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail drug trade. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which shows the weight of sample by states.

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This is the first retail report issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRUG STORES(EXCEPT DRUG CHAINS)

TABLE 1.-SALES, BY QUARTERS FOR 1938 FIRST HALF AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHICAL DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	% OF SUCH STORES TO ALL STORES IN 1935 CENSUS (add 000)	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	% OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT INCREASE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	7,047	13	$146,560	16	$41,540	$43,234	$45,144	$44,956	$40,014	$41,333	$174,674	19.2	$81,347	- 3.8
NEW ENGLAND	617	17	14,948	20	4,083	4,304	4,702	4,394	3,790	4,081	17,484	17.0	7,871	- 5.8
Connecticut	147	13	3,456	22	978	1,049	1,153	1,136	898	987	4,316	24.9	1,885	- 7.5
Maine	84	22	1,741	24	448	466	558	463	414	443	1,929	10.8	857	- 5.6
Massachusetts	269	15	6,770	18	1,850	1,913	2,016	1,900	1,707	1,813	7,679	13.4	3,520	- 6.5
New Hampshire	44	19	938	19	239	258	289	259	224	254	1,072	14.3	478	- 1.8
Rhode Island	44	13	1,461	24	445	460	446	465	418	420	1,816	24.3	838	- 8.1
Vermont	29	18	576	21	139	161	201	171	141	164	672	16.7	305	+ 1.7
MIDDLE ATLANTIC	1,679	14	30,969	17	8,897	9,122	9,362	9,379	8,641	8,884	36,758	18.7	17,525	- 2.7
New Jersey	279	17	5,454	21	1,600	1,668	1,764	1,740	1,590	1,649	6,792	24.5	3,239	- 0.9
New York	856	14	16,355	15	4,496	4,574	4,708	4,673	4,358	4,487	18,451	12.8	8,845	- 2.5
Pennsylvania	542	14	9,160	17	2,801	2,880	2,890	2,964	2,693	2,748	11,535	25.9	5,441	- 4.8
EAST NORTH CENTRAL	1,583	15	31,045	18	8,941	9,600	10,197	9,928	8,686	9,339	38,666	24.5	17,955	- 5.3
Illinois	435	13	8,990	16	2,440	2,705	2,745	2,685	2,467	2,497	10,470	16.5	4,904	- 5.7
Indiana	255	19	5,023	23	1,405	1,539	1,647	1,576	1,345	1,439	6,165	22.7	2,784	- 5.4
Michigan	292	14	5,725	16	1,749	1,921	2,047	1,983	1,665	1,727	7,700	34.5	3,392	- 7.6
Ohio	345	14	7,086	17	2,033	2,184	2,268	2,237	1,914	1,975	8,721	23.1	3,889	- 7.8
Wisconsin	256	21	4,721	23	1,290	1,383	1,490	1,447	1,295	1,311	5,600	18.6	2,546	- 4.8
WEST NORTH CENTRAL	851	18	16,181	15	4,110	4,564	4,837	4,708	4,064	4,409	18,219	12.6	8,473	- 8.3
Iowa	173	14	3,049	17	760	900	937	896	790	894	3,492	14.6	1,684	+ 1.4
Kansas	198	10	2,876	13	563	668	688	636	588	686	2,816	10.8	1,144	- 4.0
Minnesota	157	15	3,501	18	953	1,036	1,114	1,109	964	1,088	4,218	20.5	1,928	- 0.2
Missouri	229	11	4,039	13	1,064	1,181	1,146	1,149	1,030	1,083	4,460	10.9	2,088	- 4.4
Nebraska	98	12	1,664	13	390	440	466	457	366	427	1,753	5.3	793	- 4.5
North Dakota	42	15	800	18	185	213	238	239	195	207	873	9.1	388	- 4.0
South Dakota	44	13	852	16	195	225	248	224	181	209	892	4.7	390	- 7.1
SOUTH ATLANTIC	683	18	13,297	13	4,133	4,098	4,039	4,183	4,083	3,883	16,443	17.8	7,916	- 3.7
Delaware	17	16	311	15	68	76	71	73	65	68	283	31.0	133	+ 4.5
District of Columbia	90	13	937	11	274	275	255	276	261	269	1,091	16.4	530	- 3.5
Florida	112	12	2,686	15	915	977	683	786	955	790	3,161	17.7	1,745	+ 3.1
Georgia	73	7	1,460	8	435	464	463	451	421	429	1,817	24.5	850	- 5.0
Maryland	120	20	1,862	17	578	571	601	602	556	533	2,358	26.3	1,089	- 5.2
North Carolina	84	10	2,274	14	621	651	563	629	609	624	2,625	15.4	1,233	- 3.1
South Carolina	41	8	999	11	288	299	259	272	246	246	1,046	4.7	494	-12.6
Virginia	88	13	1,921	13	558	589	600	596	553	564	2,343	22.0	1,117	- 8.6
West Virginia	58	14	1,608	18	399	413	453	430	367	358	1,675	4.6	725	-10.7
EAST SOUTH CENTRAL	314	10	6,874	13	1,991	2,048	2,074	2,061	1,886	1,996	8,174	18.9	3,882	- 6.6
Alabama	95	12	1,985	15	516	526	537	532	483	495	2,141	11.6	978	- 6.3
Kentucky	87	10	1,905	13	592	595	589	612	572	552	2,388	25.4	1,124	- 5.3
Mississippi	49	8	944	11	271	287	300	294	268	271	1,152	22.0	539	- 3.4
Tennessee	83	9	2,040	14	612	640	648	623	563	680	2,533	18.2	1,143	- 8.7
WEST SOUTH CENTRAL	437	8	10,507	12	2,929	3,077	3,179	3,324	2,950	3,001	12,219	19.1	5,951	- 0.9
Arkansas	59	8	1,292	12	349	356	360	379	330	338	1,444	11.8	668	- 6.1
Louisiana	74	9	1,458	12	434	458	459	494	444	460	1,840	26.5	904	+ 1.2
Oklahoma	97	9	2,297	14	587	664	666	678	598	630	2,556	11.8	1,228	- 1.8
Texas	207	7	5,470	11	1,559	1,638	1,694	1,783	1,580	1,573	6,674	22.0	3,159	- 1.2
MOUNTAIN	232	14	6,148	16	1,668	1,746	1,852	1,866	1,570	1,666	7,138	16.0	3,236	- 5.8
Arizona	23	12	810	17	226	270	242	277	249	257	1,037	32.7	526	- 5.4
Colorado	68	12	1,891	15	515	536	594	575	481	502	2,220	17.4	983	- 6.5
Idaho	37	19	953	22	251	256	285	295	244	246	1,089	14.3	490	- 3.7
Montana	42	15	1,003	19	247	257	269	279	217	252	1,052	4.9	469	- 6.9
Nevada	8	18	333	21	71	90	99	92	73	87	353	5.7	160	- 0.6
New Mexico	12	8	294	8	91	95	99	102	89	90	387	31.6	179	- 3.8
Utah	31	19	506	17	128	144	155	149	129	143	576	13.8	277	+ 1.8
Wyoming	11	9	358	11	79	94	109	97	68	84	361	0.8	152	-13.1
PACIFIC	711	16	15,337	18	4,588	4,665	4,911	5,105	4,454	4,574	19,289	21.0	9,028	- 2.6
California	466	15	10,962	17	3,219	3,301	3,518	3,618	3,108	3,142	13,850	20.9	6,250	- 2.6
Oregon	76	13	1,445	16	415	431	466	466	405	428	1,778	23.0	831	- 1.8
Washington	168	21	3,030	27	954	1,003	1,135	1,121	941	1,004	4,861	20.7	1,947	- 5.0
Cities of more than 500,000 Population														
Baltimore	60	14	1,124	15	324	350	354	356	331	339	1,424	26.7	670	- 1.2
Boston	59	15	1,725	19	476	484	474	467	443	469	1,901	10.2	917	- 4.5
Buffalo	28	11	572	12	160	167	177	166	153	156	670	17.1	309	- 5.5
Chicago	218	13	3,981	14	1,188	1,254	1,309	1,268	1,212	1,202	5,019	26.1	2,414	- 1.1
Cleveland	56	15	1,241	19	369	397	401	397	342	351	1,574	26.8	693	- 9.5
Detroit	82	11	1,470	13	438	507	505	538	441	430	2,086	37.8	871	-11.9
Los Angeles	109	13	2,554	15	823	906	819	843	778	763	3,291	28.8	1,541	- 5.4
Milwaukee	60	18	1,210	23	339	351	368	369	327	332	1,425	17.8	659	- 4.2
New York City	256	9	4,180	9	1,174	1,154	1,120	1,171	1,133	1,182	4,619	10.5	2,358	- 3.0
Philadelphia	93	7	1,139	7	278	290	267	293	259	262	1,118	53.3	721	+ 4.9
Pittsburgh	43	15	856	17	272	273	283	290	269	276	1,117	30.5	545	0.0
St. Louis	62	12	1,153	14	310	313	318	321	292	293	1,256	8.9	585	- 6.1
San Francisco	52	16	1,122	17	319	310	323	305	305	304	1,239	14.9	609	- 3.2

+ INCREASE - DECREASE

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRUG STORES (EXCEPT DRUG CHAINS)

TABLE 2.-PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF) AND 1937.

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL, BY QUARTERS, 1937-38						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL	PERCENT CHANGE FROM 1935	PAY ROLL	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	7,047	6,435	612	$4,450,347	$4,554,832	$4,664,209	$5,047,389	$4,629,260	$4,727,166	$19,017,277	+12.7	$9,356,426	+ 2.5
NEW ENGLAND	617	576	41	450,428	460,041	516,047	529,456	459,654	480,147	1,975,946	+11.9	940,001	+ 1.0
Connecticut	147	133	14	94,705	104,435	115,665	122,295	98,382	106,920	437,100	+22.8	205,302	+ 3.1
Maine	84	76	8	40,814	40,548	45,218	46,216	43,864	45,647	191,555	+ 9.3	89,511	+ 0.6
Massachusetts	269	256	11	218,286	229,803	239,732	239,139	218,822	223,936	924,960	+ 9.8	442,758	+ 0.9
New Hampshire	44	41	3	24,206	24,727	30,088	32,051	26,245	27,589	113,552	+ 0.9	53,834	+ 4.5
Rhode Island	44	41	3	53,774	56,775	60,279	63,198	54,686	56,219	236,086	+16.6	114,926	+ 2.1
Vermont	29	27	2	16,017	16,713	18,886	21,655	17,065	17,836	72,653	+ 6.8	34,901	+ 6.6
MIDDLE ATLANTIC	1,679	1,504	175	972,667	1,009,569	1,044,080	1,076,743	997,363	1,022,823	4,103,079	+ 7.8	2,019,986	+ 1.9
New Jersey	279	256	21	191,355	199,872	211,228	214,319	199,989	205,413	815,772	+ 9.4	405,402	+ 3.6
New York	858	765	93	517,377	536,132	540,491	563,082	521,845	535,804	2,156,882	+ 6.5	1,057,649	+ 0.3
Pennsylvania	542	481	61	263,735	273,565	292,361	299,404	275,529	282,006	1,124,025	+ 9.3	557,935	+ 3.8
EAST NORTH CENTRAL	1,583	1,427	156	909,046	938,587	1,015,354	1,070,140	963,388	984,176	3,953,127	+19.0	1,947,564	+ 4.3
Illinois	435	392	43	880,303	890,848	305,613	319,329	297,445	301,438	1,192,587	+21.2	598,877	+ 4.9
Indiana	225	203	22	136,603	144,749	161,230	163,830	141,644	150,809	598,337	+14.5	292,453	+ 3.7
Michigan	292	258	34	164,222	176,934	195,461	205,070	181,349	181,515	741,687	+31.1	362,864	+ 6.4
Ohio	345	320	25	206,540	217,382	224,345	239,140	211,202	217,030	887,407	+ 9.6	428,236	+ 1.0
Wisconsin	286	254	32	121,378	128,682	134,631	144,311	131,668	133,390	533,009	+16.6	265,676	+ 5.2
WEST NORTH CENTRAL	851	773	78	400,988	419,343	448,222	468,363	409,190	426,957	1,711,516	+ 7.0	836,147	+ 1.9
Iowa	173	153	20	73,469	75,358	81,427	84,543	76,213	83,995	314,817	+ 4.8	162,208	+ 2.0
Kansas	108	100	8	52,731	55,512	58,570	57,551	53,556	55,648	224,364	+ 6.5	109,198	+ 0.9
Minnesota	157	139	18	104,531	109,491	116,911	124,491	108,721	113,645	458,293	+ 4.0	222,366	+ 3.4
Missouri	229	220	9	99,418	104,557	106,244	107,656	98,155	98,823	417,875	+ 3.7	196,978	+ 3.4
Nebraska	96	83	15	33,393	36,067	38,146	37,499	33,834	35,109	145,127	+ 2.3	68,343	+ 1.6
North Dakota	42	40	2	16,818	19,437	20,212	20,856	18,806	19,852	79,363	+ 5.2	36,580	+ 0.9
South Dakota	44	38	6	18,628	19,095	19,975	19,367	18,905	19,893	77,287	+ 6.6	38,396	+ 1.8
SOUTH ATLANTIC	623	594	29	500,319	521,753	527,353	549,084	515,885	526,777	2,098,389	+13.2	1,042,662	+ 2.0
Delaware	17	16	1	7,707	7,795	8,155	8,148	8,462	8,615	31,816	+11.8	17,077	+10.3
District of Columbia	30	30	--	32,086	33,668	33,449	35,407	32,804	32,953	123,407	+ 4.8	65,757	+ 0.8
Florida	112	108	4	93,241	98,813	91,787	99,571	93,843	96,197	377,412	+18.2	190,040	+ 2.1
Georgia	73	70	3	40,869	55,206	52,560	53,106	49,033	51,365	209,743	+17.2	100,398	+ 3.5
Maryland	120	114	6	61,239	63,215	63,265	64,031	65,118	65,196	255,970	+ 6.3	130,314	+ 3.2
North Carolina	84	80	4	66,714	71,460	73,302	102,155	92,501	95,011	373,631	+10.7	188,312	+ 5.7
South Carolina	41	38	3	42,413	42,759	43,953	44,761	40,374	40,606	173,886	+ 6.1	80,980	- 4.9
Virginia	68	62	6	76,464	73,241	82,251	84,540	84,240	84,231	321,163	+ 8.4	170,791	+10.4
West Virginia	58	56	2	52,572	54,768	54,718	56,183	50,817	49,761	218,241	+ 7.9	100,796	- 5.3
EAST SOUTH CENTRAL	314	299	15	210,220	221,881	228,892	237,120	210,975	216,367	898,113	+11.3	423,342	- 2.0
Alabama	95	88	7	51,869	55,902	57,378	58,928	50,831	51,172	224,077	+13.0	102,003	- 5.4
Kentucky	87	84	3	58,171	59,705	61,923	63,525	54,808	54,454	227,403	+ 7.8	109,262	- 1.0
Mississippi	49	46	3	28,883	30,301	30,763	33,638	30,842	31,866	123,605	+14.0	62,708	+ 6.0
Tennessee	83	81	2	77,297	75,699	81,842	84,561	74,494	74,895	322,999	+13.2	149,369	- 4.8
WEST SOUTH CENTRAL	437	403	34	334,644	346,017	359,784	381,965	349,428	367,750	1,416,330	+11.7	717,178	+ 5.4
Arkansas	59	54	5	37,949	41,744	42,749	45,400	40,065	40,097	157,012	- 1.1	80,162	+ 3.6
Louisiana	74	71	3	45,939	48,966	51,043	52,914	50,019	52,671	204,962	+ 9.3	102,690	+ 0.4
Oklahoma	97	89	8	69,969	67,928	69,250	78,877	66,989	69,677	279,354	+ 8.6	136,666	- 0.9
Texas	207	189	18	180,787	187,379	196,742	209,864	192,351	205,103	775,002	+16.7	397,454	+ 7.3
MOUNTAIN	232	214	18	194,784	206,241	217,225	219,651	199,865	201,361	826,101	+11.2	401,246	+ 0.1
Arizona	23	22	1	29,077	30,744	32,277	34,014	30,065	30,987	124,912	+15.5	60,918	+ 2.2
Colorado	68	66	2	59,880	63,815	68,227	69,428	63,389	62,898	261,290	+ 8.2	126,187	+ 2.1
Idaho	27	26	1	26,906	28,360	30,356	30,356	27,351	27,811	114,319	+ 8.6	54,936	- 1.6
Montana	42	37	5	31,772	33,077	34,399	32,892	30,649	30,496	132,140	+ 2.7	60,945	- 5.0
Nevada	8	7	1	12,090	13,401	15,314	14,221	11,920	11,149	54,986	-11.4	23,069	- 9.4
New Mexico	12	12	--	12,469	13,647	13,963	13,192	11,980	12,868	52,868	+16.8	24,372	+ 2.5
Utah	31	29	2	14,364	14,511	15,024	14,691	14,030	15,136	58,610	+ 9.8	29,166	+ 0.9
Wyoming	11	9	2	8,290	9,148	11,112	10,428	9,575	10,444	38,978	+ 5.5	20,019	+14.8
PACIFIC	711	645	66	477,277	491,560	519,258	534,647	503,412	504,988	2,028,736	+19.6	1,008,400	+ 4.1
California	468	428	40	312,735	323,172	336,277	344,014	330,065	330,045	1,321,375	+14.5	659,108	+ 3.8
Oregon	75	68	7	43,964	45,682	50,023	52,647	46,585	47,231	192,316	+29.8	93,756	+ 4.6
Washington	168	149	19	120,578	122,666	130,958	138,049	127,825	127,711	509,045	+30.9	255,536	+ 4.6
Cities of more than 500,000 Population													
Baltimore	60	57	3	38,101	39,170	40,743	41,278	40,646	41,916	159,292	+13.8	82,562	+ 5.8
Boston	59	57	2	56,191	57,967	58,578	60,049	55,887	57,242	232,785	+ 5.9	113,129	- 0.9
Buffalo	28	27	1	18,818	19,296	21,189	21,149	19,394	20,183	80,292	+ 7.4	40,177	+ 4.0
Chicago	218	196	22	144,344	152,138	159,731	163,967	155,863	155,942	620,160	+26.4	311,805	+ 5.8
Cleveland	56	53	3	44,002	45,777	49,010	49,950	45,065	47,173	189,739	+10.2	92,238	+ 1.6
Detroit	62	70	12	47,769	50,118	52,022	55,234	51,287	47,559	205,143	+25.0	98,846	+ 1.1
Los Angeles	109	104	5	86,456	88,619	92,371	94,253	88,374	88,252	361,699	+19.3	176,626	+ 0.9
Milwaukee	60	58	2	33,584	36,625	37,342	39,393	37,496	37,271	149,414	+18.3	74,767	+ 6.6
New York City	256	199	57	146,882	153,193	149,464	154,545	146,844	150,925	603,084	+ 8.8	297,777	- 0.6
Philadelphia	93	69	24	31,971	32,969	34,121	34,632	33,057	33,982	133,693	+16.0	67,039	+ 3.2
Pittsburgh	43	40	3	31,411	32,527	35,903	36,858	36,833	37,674	136,699	+ 8.2	74,509	+16.8
St. Louis	62	57	5	33,562	34,123	34,875	36,786	33,962	33,953	139,346	+ 2.1	67,915	+ 0.3
San Francisco	52	51	1	40,387	41,871	43,142	45,451	44,644	44,778	170,821	+10.2	89,422	+ 9.0

+ INCREASE — DECREASE

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

DRY GOODS AND GENERAL MERCHANDISE STORES

Approximately 3,700 dry goods and general merchandise stores throughout the country, with aggregate sales in 1937 of $156,233,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 8.0 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 6.6 percent and the second quarter a loss of 9.1 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 15.1 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 18.7 percent; second quarter, 24.5 percent; third quarter, 23.4 percent; fourth quarter, 33.4 percent. All geographic divisions and all but four States (Massachusetts, Nebraska, New Hampshire and South Dakota) show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 3.6 percent for the Pacific Division to 13.7 percent for the South Atlantic Division.

Pay Roll

Of the 3,688 stores included in the Survey, 501 reported no paid employees. The remaining 3,187 reported pay roll, exclusive of the services of proprietors, to the amount of $15,380,000 for 1937, representing an increase of 15.9 percent over their pay roll for 1935. They reported a total pay roll of $6,663,000 for the first half of 1938, a decrease of one-tenth of one percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+15.1	+15.9
First half 1938 compared with first half 1937	- 8.0	- 0.1

Independents and Chains

Included in the total of 3,688 identical stores that make up this report are 929 units of chains. Sales of these chain units amounted to $67,907,000 in 1937, an increase of 15.2 percent over their sales for 1935. This increase is practically identical with the 15.1 percent increase shown by the independents for the same period. The increase in pay roll from 1935 to 1937, however, was 19.9 percent for the chains against 13.1 percent for the independents. Separate figures for chains and independents are shown only in United States totals to avoid the possible disclosure of individual operations in chains.

Size of Sample

The stores included in this Survey constitute a sample of 26 percent in sales and 13 percent in number of all dry goods and general merchandise stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	28,709	26,691	2,018	$527,862	$421,376	$106,486
1937 Survey	3,688	2,759	929	135,685	76,746	58,939
Percent Sample	13%	10%	46%	26%	18%	55%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	7	13	Milwaukee	7	28
Boston	8	48	New York	6	19
Buffalo	10	26	Philadelphia	5	21
Chicago	7	19	Pittsburgh	9	14
Cleveland	8	21	San Francisco	16	41
Detroit	5	11	St. Louis	12	15
Los Angeles	12	26			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities with less than 14 stores reporting. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report represent nearly 3,700 dry goods and general merchandise stores for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail dry goods and general merchandise trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions, States and cities.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRY GOODS AND GENERAL MERCHANDISE STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	3,688	13	$135,685	26	$29,203	$36,280	$36,536	$32,234	$27,276	$34,786	$135,233	+15.1	$62,062	- 8.0
Independents	2,759	10	76,746	18	17,234	21,690	20,171	29,231	15,614	19,237	88,326	+15.1	34,851	-10.5
Chains	929	46	58,939	55	11,969	14,590	16,365	23,003	11,662	15,549	67,907	+15.2	27,211	- 4.7
NEW ENGLAND	305	14	12,433	35	2,598	3,295	3,093	4,121	2,389	2,987	13,107	+ 5.4	5,376	- 8.8
Connecticut	55	15	2,149	33	466	647	621	788	444	554	2,544	+ 18.4	1,000	-11.9
Maine	57	14	1,127	27	230	306	301	374	205	273	1,211	+ 7.5	479	-10.6
Massachusetts	150	15	7,136	39	1,462	1,776	1,597	2,253	1,373	1,630	7,108	- 0.4	3,003	- 7.8
New Hampshire	27	20	842	39	156	205	212	255	142	193	836	- 0.5	335	- 7.2
Vermont	21	22	837	43	167	260	254	327	161	248	1,008	+20.4	409	- 4.2
MIDDLE ATLANTIC	764	9	25,100	22	5,569	7,301	6,470	9,963	5,220	6,666	29,323	+16.8	11,886	- 7.8
New Jersey	141	12	4,847	22	944	1,261	1,161	1,613	841	1,147	4,999	+17.7	1,988	-10.7
New York	413	8	14,281	20	3,092	4,165	3,665	5,909	3,036	3,909	16,819	+18.3	6,945	- 6.1
Pennsylvania	211	11	6,638	28	1,535	1,881	1,644	2,441	1,343	1,610	7,505	+13.8	2,953	-15.7
EAST NORTH CENTRAL	605	15	20,335	26	4,555	6,172	5,606	7,878	4,198	5,446	24,211	+19.1	9,644	-10.1
Illinois	189	12	6,521	24	1,549	2,152	1,829	2,682	1,534	1,966	8,212	+25.9	3,500	- 5.4
Indiana	118	20	4,137	36	897	1,211	1,149	1,659	885	1,090	4,816	+16.4	1,915	- 9.2
Michigan	88	10	2,552	16	582	782	751	1,041	490	637	3,156	+24.6	1,127	-17.4
Ohio	150	11	4,503	23	977	1,277	1,168	1,600	854	1,058	5,016	+11.4	1,894	-16.0
Wisconsin	66	17	2,622	37	550	750	709	896	515	695	3,011	+14.8	1,208	- 7.1
WEST NORTH CENTRAL	475	19	20,628	38	5,924	5,395	5,301	7,452	3,880	5,094	22,102	+ 7.1	8,974	- 3.7
Iowa	90	24	3,808	42	743	978	925	1,427	775	990	4,070	+ 6.9	1,765	+ 2.6
Kansas	87	21	5,772	40	767	1,087	1,045	1,319	724	905	4,158	+10.2	1,629	- 9.2
Minnesota	75	13	3,674	42	733	1,028	973	1,488	759	1,010	4,166	+13.4	1,769	- 0.2
Missouri	116	12	3,422	21	658	920	870	1,262	662	859	3,710	+ 8.4	1,521	- 3.6
Nebraska	60	28	3,085	49	871	741	755	1,009	529	695	3,076	+ 0.3	1,224	- 6.7
North Dakota	22	31	1,454	65	216	364	426	573	304	381	1,679	+ 8.6	709	- 7.5
South Dakota	23	32	1,413	53	256	336	310	464	227	314	1,343	+ 5.0	541	- 4.9
SOUTH ATLANTIC	366	10	12,787	17	3,083	3,671	3,400	5,180	2,672	3,153	15,274	+19.4	5,825	-13.7
Florida	55	10	1,475	16	446	409	295	488	436	385	1,638	+11.2	821	- 4.0
Georgia	65	9	2,434	16	559	698	601	977	437	556	2,829	+16.2	993	-20.6
Maryland	39	9	2,576	32	708	810	730	961	575	645	3,269	+26.9	1,220	-19.6
North Carolina	57	9	2,204	15	440	550	574	975	414	494	2,857	+16.0	908	-10.9
South Carolina	34	8	1,081	10	257	299	278	446	220	257	1,278	+25.2	477	-10.9
Virginia	57	14	1,533	17	297	424	415	662	233	401	1,798	+17.3	694	- 5.1
West Virginia	41	14	1,164	18	279	354	334	467	233	314	1,434	+23.2	549	-13.3
EAST SOUTH CENTRAL	269	11	8,197	19	1,911	2,446	2,119	3,432	1,720	2,148	9,908	+16.6	3,868	-11.0
Alabama	73	15	2,523	18	483	631	525	861	416	566	2,500	+10.5	982	- 5.7
Kentucky	69	10	2,015	16	520	632	565	818	496	547	2,530	+25.8	1,043	- 9.5
Mississippi	52	10	1,219	19	374	504	444	618	333	432	2,140	+17.4	765	-12.9
Tennessee	75	10	2,399	15	534	679	585	935	475	604	2,755	+15.9	1,097	- 9.6
WEST SOUTH CENTRAL	295	13	14,118	20	2,902	3,777	3,987	5,745	2,847	3,443	16,411	+16.2	6,290	- 5.8
Arkansas	65	15	2,146	21	439	538	564	835	424	528	2,536	+18.2	952	- 7.3
Louisiana	49	10	1,181	14	280	336	344	553	252	513	1,498	+26.8	565	- 3.5
Oklahoma	67	16	2,638	23	536	678	679	1,001	527	629	2,892	+ 9.6	1,156	- 4.6
Texas	212	13	8,158	21	1,669	2,175	2,400	3,246	1,644	1,973	9,486	+16.5	3,617	- 5.9
MOUNTAIN	188	28	9,589	48	1,959	2,647	2,762	3,736	1,756	2,417	11,104	+16.5	4,173	- 9.4
Colorado	61	27	2,896	56	646	815	859	1,157	576	729	5,497	+20.1	1,307	-10.5
Idaho	19	35	1,095	44	195	293	331	457	173	276	1,256	+14.7	449	- 8.0
Montana	27	25	1,495	38	258	368	394	528	235	348	1,548	+ 3.5	581	- 7.2
Utah	28	46	1,421	75	310	426	402	577	276	384	1,715	+20.7	660	-10.3
Wyoming	51	31	1,018	51	186	275	305	395	170	262	1,511	+48.5	619	- 5.2
PACIFIC	327	20	12,269	59	2,682	3,556	3,798	4,757	2,564	3,430	14,793	+20.6	6,014	- 3.6
California	216	19	7,574	36	1,721	2,280	2,252	2,978	1,686	2,185	9,171	+21.1	3,873	- 1.7
Oregon	42	21	1,716	38	361	514	610	657	338	487	2,142	+24.8	825	- 5.7
Washington	69	25	2,979	54	600	762	936	1,122	558	758	3,480	+16.8	1,316	- 7.5
Cities of more than 500,000 Population														
Baltimore	18	7	406	13	102	130	114	170	85	113	516	+27.1	198	-14.7
Boston	14	8	2,207	48	505	482	397	675	481	473	2,059	- 6.7	954	- 3.3
Chicago	53	7	1,630	19	449	747	541	841	556	705	2,576	+60.9	1,261	+ 5.8
Cleveland	23	8	629	21	136	160	146	186	116	128	624	- 2.3	244	-16.4
Detroit	14	5	444	11	107	129	114	174	89	100	524	+18.0	189	-19.9
Los Angeles	29	12	977	26	236	250	253	335	194	231	1,054	+ 7.9	425	-12.6
New York	219	6	8,358	19	1,973	2,568	2,110	3,776	2,023	2,468	10,427	+21.8	4,491	- 1.1
Philadelphia	34	5	1,279	21	348	378	313	492	315	313	1,531	+19.7	628	-13.5
San Francisco	19	16	511	41	129	229	162	229	190	207	749	+46.6	397	+10.9
St. Louis	33	12	588	15	122	166	141	207	123	143	636	+ 8.2	266	- 7.6

*States and cities with less than 14 stores reporting are not shown separately. Data for such States are included in their respective geographic division totals.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

DRY GOODS AND GENERAL MERCHANDISE STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE OR CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING NOW PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST-HALF 1937
UNITED STATES	5,688	3,187	501	$5,222,287	$5,444,575	$5,574,471	$5,138,736	$5,274,375	$5,388,937	$15,379,871	+15.9	$5,663,510	+ 0.1
Independents	2,759	2,258	501	1,976,656	2,091,554	2,134,890	2,590,508	2,016,162	2,061,748	8,795,608	+15.1	4,077,910	+ 0.2
Chains	929	929	--	1,245,431	1,353,021	1,439,581	2,548,230	1,258,211	1,327,189	6,584,263	+19.9	2,585,400	- 0.4
NEW ENGLAND	303	259	44	341,740	349,868	368,065	435,048	334,699	343,760	1,492,743	+ 6.6	678,459	- 1.9
Connecticut	55	42	13	55,622	57,637	60,764	74,550	51,815	58,097	248,575	+ 8.4	109,912	- 3.0
Maine	37	34	5	25,270	25,094	27,668	32,963	25,006	25,996	112,045	+ 5.1	50,628	+ 0.5
Massachusetts	150	130	20	206,214	209,211	219,186	248,889	205,753	204,409	885,502	+ 3.8	410,182	- 1.7
New Hampshire	27	24	3	20,510	21,188	23,094	26,723	19,089	19,453	90,495	+ 1.4	38,548	- 7.5
Vermont	21	19	2	20,071	23,855	23,549	34,499	21,127	23,254	101,774	+28.2	44,991	+ 1.1
MIDDLE ATLANTIC	764	555	209	712,024	755,559	790,097	940,939	730,458	781,047	3,196,619	+18.9	1,451,505	- 1.1
New Jersey	141	103	38	109,907	113,265	125,404	145,436	109,438	115,809	492,010	+13.4	225,247	+ 0.9
New York	412	292	120	440,797	476,010	487,160	576,876	458,745	446,967	1,982,843	+20.0	905,712	- 1.2
Pennsylvania	211	160	51	161,320	166,284	177,533	218,627	162,275	218,271	723,766	+17.5	320,546	+ 2.2
EAST NORTH CENTRAL	605	538	67	521,874	561,375	572,911	813,224	525,110	545,215	2,469,284	+18.4	1,070,325	- 1.2
Illinois	129	103	26	188,619	203,241	206,606	286,534	192,071	194,116	885,206	+28.7	388,187	- 1.0
Indiana	112	102	10	102,481	110,058	112,979	160,604	103,926	112,512	486,122	+17.5	216,238	+ 1.9
Michigan	88	83	5	61,680	69,284	73,441	107,905	63,806	67,090	312,312	+33.0	130,898	- 0.1
Ohio	150	151	19	112,496	119,363	120,656	153,335	109,798	111,851	515,652	+ 8.2	221,643	- 4.4
Wisconsin	66	59	7	56,598	59,329	59,225	94,846	55,515	57,846	269,798	+12.7	115,361	- 2.0
WEST NORTH CENTRAL	475	439	34	417,594	455,420	464,935	791,746	426,799	459,043	2,129,495	+12.1	885,882	+ 1.5
Iowa	90	69	1	80,551	85,435	85,248	145,552	82,312	86,797	396,796	+10.6	171,109	+ 3.1
Kansas	67	60	7	69,095	76,371	80,405	143,213	70,461	74,081	368,984	+ 9.5	148,543	+ 0.6
Minnesota	75	70	5	66,533	98,232	94,222	159,469	90,935	100,641	438,426	+22.6	191,574	+ 3.7
Missouri	116	100	16	76,144	79,145	82,897	125,897	76,979	78,703	362,925	+11.9	155,088	- 1.4
Nebraska	60	56	4	53,861	56,089	60,114	107,895	57,907	61,923	279,959	+ 8.6	119,830	+ 7.0
North Dakota	22	22	--	23,304	23,994	24,374	59,559	25,218	27,851	147,081	+14.4	51,069	+ 3.8
South Dakota	23	22	1	23,906	23,454	23,675	50,161	23,569	27,048	130,366	+ 0.1	58,671	+ 5.2
SOUTH ATLANTIC	366	327	39	299,465	321,441	327,200	435,667	297,851	307,322	1,363,773	+18.0	605,173	- 2.5
Florida	53	48	5	42,069	44,599	40,435	53,370	40,893	42,260	180,321	+23.6	83,155	- 3.8
Georgia	65	57	8	54,049	58,823	61,563	80,126	53,266	54,954	254,561	+ 7.7	108,230	- 4.1
Maryland	39	35	4	35,259	41,977	39,288	76,328	35,607	36,461	152,358	+25.2	72,068	- 3.5
North Carolina	57	54	3	46,391	48,625	51,278	63,668	45,859	46,907	229,956	+18.5	98,766	- 2.4
South Carolina	34	31	3	23,130	25,540	27,503	35,598	24,288	25,184	115,854	+32.2	49,179	+ 4.8
Virginia	57	51	6	45,175	46,368	48,386	57,505	44,208	46,960	195,464	+ 5.9	91,169	+ 1.8
West Virginia	41	36	3	25,174	27,434	28,709	56,676	26,525	28,578	117,995	+31.3	53,801	+ 1.1
EAST SOUTH CENTRAL	269	237	32	172,066	183,259	183,592	281,107	173,066	181,836	820,024	+11.1	354,302	- 0.3
Alabama	73	67	6	43,844	45,145	44,675	68,448	40,725	43,125	196,118	+ 6.9	83,850	- 5.8
Kentucky	69	58	11	50,676	51,979	48,411	74,979	48,224	48,855	186,705	+17.1	84,779	- 0.7
Mississippi	52	49	3	36,964	41,088	40,845	75,150	36,746	40,532	194,047	+ 9.5	77,898	- 1.0
Tennessee	75	63	12	50,580	55,487	55,661	79,430	53,371	55,004	243,160	+11.6	108,375	+ 0.3
WEST SOUTH CENTRAL	393	362	31	286,311	306,396	325,728	502,752	304,199	319,647	1,421,183	+12.8	623,646	+ 5.3
Arkansas	65	59	6	44,886	48,150	49,938	77,438	47,419	49,749	222,664	+11.1	97,168	+ 4.5
Louisiana	49	44	5	24,997	24,875	29,067	59,278	28,297	26,867	118,237	+ 9.2	55,164	+10.6
Oklahoma	67	63	4	49,934	52,274	56,623	89,600	52,273	53,787	247,040	+15.2	105,560	+ 2.7
Texas	212	196	16	166,496	180,488	190,214	276,436	176,210	189,743	833,242	+13.5	365,754	+ 5.8
MOUNTAIN	188	163	5	109,619	206,604	218,486	427,072	180,757	200,809	1,041,781	+19.7	309,566	- 1.7
Colorado	61	60	1	63,611	69,464	73,550	133,655	63,977	68,351	340,880	+20.6	132,328	- 0.6
Idaho	19	18	1	20,040	21,596	22,819	48,144	19,564	21,293	118,599	+15.0	40,857	- 1.9
Montana	27	24	3	24,235	27,064	29,014	65,097	24,401	25,220	143,410	+ 5.8	49,621	- 3.5
Utah	28	28	--	27,602	50,025	30,429	63,752	26,228	28,576	151,806	+30.8	54,804	- 4.9
Wyoming	19	19	--	18,056	19,570	22,845	48,141	18,224	19,728	106,018	+16.4	57,952	+ 0.9
PACIFIC	367	297	40	881,596	304,743	323,457	513,163	299,454	310,858	1,422,969	+25.6	604,312	+ 3.1
California	216	188	28	178,575	182,430	191,382	304,204	187,553	197,815	861,641	+28.0	368,846	+ 3.8
Oregon	42	38	4	34,284	38,827	43,702	82,111	36,808	39,620	198,864	+29.0	75,628	+ 3.8
Washington	69	61	8	68,987	75,486	81,773	136,018	69,713	75,425	362,264	+24.7	143,138	- 0.9
Cities of more than 500,000 Population													
Baltimore	18	16	2	9,799	10,567	10,492	18,199	9,905	10,826	48,857	+12.5	20,711	+ 2.7
Boston	14	12	2	13,316	66,594	69,206	73,869	75,642	70,020	288,915	+ 3.4	146,662	+ 4.8
Chicago	55	41	12	63,556	71,981	72,975	92,361	67,538	68,308	300,873	+21.6	135,840	+ 0.2
Cleveland	23	19	4	14,688	16,099	16,004	17,464	15,187	15,857	64,051	+20.0	30,824	+ 0.2
Detroit	14	11	3	12,733	15,067	15,294	17,597	13,655	14,393	61,516	+42.0	28,048	+ 0.7
Los Angeles	29	24	5	26,205	25,418	25,704	31,495	26,388	26,286	108,816	+16.7	52,674	+ 2.0
New York	217	131	86	305,627	335,420	341,118	396,690	334,431	318,751	1,578,649	+25.5	647,182	+ 1.0
Philadelphia	34	16	18	31,910	34,029	34,449	46,085	38,071	33,033	156,473	+51.4	71,104	+ 7.8
San Francisco	19	14	5	13,785	14,948	14,554	17,472	13,976	15,280	60,766	+57.5	34,656	+20.6
St. Louis	33	25	8	15,566	15,651	16,121	18,973	15,571	14,585	66,101	+17.3	30,154	- 2.8

*States and cities with less than 14 stores reporting are not shown separately. Data for such States are included in their respective geographic division totals.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

ELECTRICAL SUPPLY STORES

Slightly more than 100 electrical supply stores throughout the country, with aggregate sales in 1937 of $5,125,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 20.7 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 14.6 percent and the second quarter a loss of 25.6 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 42.9 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 21.3 percent; second quarter, 26.8 percent; third quarter, 25.5 percent; fourth quarter, 26.4 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows an increase of 5.1 percent for the South Atlantic and East South Central Divisions combined, with decreases for the remaining divisions, ranging from 12.2 percent for the West South Central and Mountain Divisions combined to 29.9 percent for the New England Division.

Pay Roll

Of the 103 stores included in the Survey, four reported no paid employees. The remaining 99 stores reported pay roll, exclusive of the services of proprietors, to the amount of $1,125,000 for 1937, representing an increase of 43.9 percent over their pay roll for 1935. They reported a total pay roll of $479,000 for the first half of 1938, a decrease of 10.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+42.9	+43.9
First half 1938 compared with first half 1937	-20.7	-10.7

Size of Sample

The stores included in this Survey constitute a sample of 16 percent in sales and seven percent in number of all electrical supply stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	1,469	$21,905,000
1937 Survey	103	3,587,000
Percent Sample	7%	16%

Attached are tables showing sales and pay roll for each quarter by geographic divisions. Four divisions are shown in combination because of the small number of stores included in the sample.

Scope of Survey

The data contained in this report were supplied by 103 electrical supply stores, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by all retail electrical supply stores, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

ELECTRICAL SUPPLY STORES

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Size And Proportion Of Sample			Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	103	7	$3,587	16	$1,090	$1,376	$1,308	$1,351	$931	$1,024	$5,125	+42.9	$1,955	-80.7
New England	9	9	526	28	153	201	174	200	116	132	728	+38.4	248	-89.9
Middle Atlantic	26	7	1,165	18	359	424	374	480	308	325	1,577	+35.4	633	-19.2
East North Central	25	9	879	19	290	379	377	354	242	260	1,400	+59.3	502	-25.0
West North Central	11	5	196	9	54	62	67	74	47	49	257	+31.1	96	-17.2
South Atlantic and East South Central	5	4	189	8	52	86	85	92	62	83	315	+66.7	145	+ 5.1
West South Central and Mountain	5	3	75	4	22	27	26	28	19	24	103	+37.3	43	-12.2
Pacific	22	12	557	20	160	197	205	183	137	151	745	+33.8	288	-19.3

ELECTRICAL SUPPLY STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	103	99	4	$258,261	$282,086	$295,777	$304,666	$234,855	$242,220	$1,124,790	+3.9	$477,075	-10.7
New England	9	9	--	48,878	52,560	48,982	53,869	39,134	44,276	198,289	+33.7	83,410	-12.6
Middle Atlantic	26	25	1	55,765	60,417	58,829	74,158	61,733	58,771	253,169	+27.5	120,504	+ 3.7
East North Central	25	25	--	73,018	83,190	80,191	87,908	62,568	67,672	324,307	+63.8	130,360	-16.5
West North Central	11	9	2	16,402	16,829	16,955	17,436	13,691	11,394	67,624	+41.8	25,085	-24.5
South Atlantic and East South Central	5	5	--	9,346	11,562	12,128	14,487	11,180	12,374	47,543	+21.5	23,554	+12.5
West South Central and Mountain	5	5	--	2,353	2,999	3,196	3,273	2,880	3,384	11,821	+61.0	6,264	+17.0
Pacific	22	21	1	52,499	54,509	61,496	53,533	43,549	44,349	222,037	+55.5	87,898	-17.9

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

FAMILY CLOTHING STORES (CHAINS ONLY)

Eighteen family clothing chain organizations, operating 236 stores throughout the country with aggregate sales of $21,972,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were off 16.6 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 24.2 percent and the second quarter a loss of 9.7 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 20.6 percent as compared with a total of $18,214,000 for 234 stores in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Family Clothing Stores - Chains		
	Stores	Sales	Change from Preceding Period
1929 Census	1,585	$150,739,000	--
1933 Census	550	37,588,000	-75.1%
1935 Census	923	74,008,000	+96.9%
Identical chain organizations included in this Survey:			
Year 1935	234	18,214,000	--
Year 1937	236	21,972,000	+20.6%
First Half 1937 (18 organizations)		9,912,000	--
First Half 1938 (18 organizations)		8,265,000	-16.6%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 21.5 percent; second quarter, 23.6 percent; third quarter, 20.1 percent; fourth quarter, 34.8 percent. With the exception of the New England and South Atlantic Divisions, all geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, with the exception of the West North Central Division and the East and West South Central Divisions combined.

Pay Roll

Total store pay roll (not including central-office nor warehouse pay rolls) amounted to $3,568,000 for 1937, representing an increase of 29.0 percent over the total for 1935. For the first half of 1938 a pay roll of $1,651,000 was reported, a decrease of 2.8 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+20.6	+29.0
First half 1938 compared with first half 1937	-16.6	- 2.8

Size of Sample

The stores included in this Survey constitute a sample of 25 percent in sales, and 25 percent in number of all chain family clothing stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	923	$74,008,000
1937 Survey	234	18,214,000
Percent Sample	25%	25%

Identical Chain Units (Stores)

Tables are shown in this report for 200 identical chain units for which separate and comparable data are available for both 1937 and 1935. A similar report was issued recently for identical independent family clothing stores. Following is a comparison of percentage changes in sales and pay roll for identical chain organizations, chain units and independent stores:

	Percent Change			
	Year 1935 To Year 1937		First Half 1937 To First Half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Identical chain organizations (18)	+20.6	+29.0	-16.6	-2.8
Identical chain units (200)	+19.8	+29.6	-18.5	-4.9
Identical independent stores (868)	+12.8	+21.2	-11.1	-5.1

Tables 1 and 2 show sales and pay roll for identical chain organizations, by quarters and geographic divisions and Tables 1A and 2A show the same information for the 200 identical chain units.

Scope of Survey

The data contained in this report were supplied by 18 retail family clothing chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the chain retail family clothing trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales tables which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

FAMILY CLOTHING STORES *(chains only)*

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Size and Proportion Of Sample					Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported		1935 Sales Of Units Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First-Half 1937
		1937-38	1935												
UNITED STATES	18	236	234	$18,814	24.6	$4,723	$5,189	$4,415	$7,645	$3,578	$4,687	$21,972	+20.6	$8,265	-16.6
New England	4	8	10	649	13.2	140	182	109	194	91	148	625	- 3.7	239	-25.8
Middle Atlantic	10	51	50	2,208	19.2	547	640	397	991	312	506	2,575	+16.6	818	-31.1
East North Central	5	48	45	1,578	8.2	429	529	351	712	187	294	2,021	+28.1	481	-49.8
West North Central	3	11	11	648	7.9	119	134	168	237	112	161	656	+ 1.5	273	+ 7.9
South Atlantic	5	26	28	1,373	18.0	289	301	184	564	137	226	1,338	- 2.6	363	-36.5
East South Central & West South Central	4	73	72	3,863	31.0	759	901	869	1,583	673	1,011	4,112	+26.0	1,684	+ 1.4
Mountain and Pacific	3	19	18	8,495	70.7	2,440	2,502	2,337	3,364	2,066	2,341	10,643	+25.3	4,407	-10.8

FAMILY CLOTHING STORES *(chains only)*

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported		Payroll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		1937-38	1935	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First-Half 1937
UNITED STATES	18	236	234	$831,131	$866,841	$865,899	$1,004,612	$811,671	$839,177	$3,568,283	+29.0	$1,650,848	- 2.8
New England	4	8	10	21,524	24,491	21,932	23,630	19,615	22,536	91,777	+ 9.6	42,149	- 8.4
Middle Atlantic	10	51	50	97,203	101,206	99,160	110,631	91,730	96,017	408,200	+18.5	187,747	- 5.4
East North Central	5	48	45	65,500	69,577	65,565	74,969	53,860	53,293	275,631	+15.6	107,153	-20.7
West North Central	3	11	11	17,526	16,057	21,340	22,934	18,134	19,199	77,857	- 1.1	37,333	+11.2
South Atlantic	5	26	28	46,824	49,165	46,641	57,161	41,892	51,383	199,791	- 4.9	93,275	- 2.8
East South Central and West South Central	4	73	72	98,867	104,213	110,677	136,315	107,020	118,857	450,072	+16.9	225,877	+11.2
Mountain and Pacific	3	19	18	483,687	502,132	500,564	578,572	479,422	477,892	2,064,955	+44.9	957,314	- 2.9

Note *Pay roll does not include compensation for the personnel of central offices and warehouses.*

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

FAMILY CLOTHING STORES (*chains only*)

TABLE 1A.–SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	200	22	$17,159	23	$4,484	$4,918	$4,156	$7,050	$3,864	$4,362	$20,548	+19.8	$7,616	-15.5
New England	8	10	589	12	140	183	109	194	91	148	625	+ 6.1	239	-25.8
Middle Atlantic	42	24	1,894	16	479	557	326	855	231	452	2,217	+17.1	683	-34.1
East North Central	40	25	1,562	8	392	485	320	654	162	272	1,851	+18.5	434	-50.5
West North Central	10	16	558	7	95	134	119	183	83	124	531	- 4.8	207	- 9.6
South Atlantic	19	13	972	13	207	302	127	397	103	163	933	- 4.0	266	-35.0
East South Central and West South Central	63	27	3,089	29	738	870	818	1,436	583	865	3,856	+24.8	1,448	- 9.6
Mountain and Pacific	18	29	8,495	71	2,379	2,488	2,337	3,331	2,011	2,388	10,535	+24.0	4,339	-10.8

FAMILY CLOTHING STORES (*chains only*)

TABLE 2A.–PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey	Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	200	$785,161	$828,900	$886,108	$947,143	$757,009	$777,839	$3,367,318	+29.6	$1,534,848	- 4.9
New England	8	21,534	24,491	21,938	23,830	19,613	22,536	91,777	+28.9	42,149	- 8.4
Middle Atlantic	42	88,858	91,278	88,902	99,309	81,962	85,352	368,347	+20.4	167,314	- 7.1
East North Central	40	60,552	64,270	62,395	68,813	49,990	50,849	256,030	+ 9.8	100,139	-19.8
West North Central	10	15,235	15,608	16,160	18,888	14,961	15,714	65,885	- 6.8	30,675	- 0.5
South Atlantic	19	32,979	34,477	33,458	39,371	29,953	28,862	140,285	- 3.8	58,815	-12.8
East South Central and West South Central	63	94,611	99,510	102,697	124,207	93,846	99,880	421,025	+16.6	193,726	- 0.8
Mountain and Pacific	18	471,402	499,272	500,564	572,725	466,784	475,846	2,043,963	+43.4	942,030	- 3.0

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--*N. J., N. Y., Pa.*
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

FAMILY CLOTHING STORES (EXCEPT CHAINS)

Nearly 900 independent family clothing stores throughout the country, with aggregate sales in 1937 of $92,244,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 19.8 percent over the preceding quarter. Sales during the first half of 1938 were off 11.1 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 13.2 percent and the second quarter a loss of 9.3 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 12.8 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Family Clothing Stores (Except Chains)		Change from
	Stores	Sales	Preceding Period
1929 Census	8,966	$401,614,000	--
1933 Census	5,215	147,783,000	-63.2%
1935 Census	6,958	284,841,000	+92.7%
Identical stores included in this Survey:			
Year 1935	868	81,785,000	--
Year 1937	868	92,244,000	+12.8%
First Half 1937	868	42,857,000	--
First Half 1938	868	38,096,000	-11.1%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 21.7 percent; second quarter, 24.8 percent; third quarter, 19.9 percent; fourth quarter, 33.6 percent. All geographic divisions and all but three States (New Hampshire, New Mexico and South Carolina) and the District of Columbia show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from two-tenths of 1 percent for the West South Central Division to 20.1 percent for the New England Division.

Pay Roll

Of the 868 stores included in the Survey, 113 reported no paid employees. The remaining 755 stores reported pay roll, exclusive of the services of proprietors, to the amount of $14,468,000 for 1937, representing an increase of 21.2 percent over their pay roll for 1935. They reported a total pay roll of $6,636,000 for the first half of 1938, a decrease of 5.1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+12.8	+21.2
First half 1938 compared with first half 1937	-11.1	- 5.1

Size of Sample

The stores included in this Survey constitute a sample of 29 percent in sales, and 12 percent in number of all family clothing stores (except units of chains) shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	6,958	$284,841,000
1937 Survey	868	81,785,000
Percent Sample	12%	29%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample Stores %	Size of Sample Sales %	City	Size of Sample Stores %	Size of Sample Sales %
Baltimore	3	1	Milwaukee	21	36
Boston	7	12	New York	13	76
Buffalo	10	36	Philadelphia	8	21
Chicago	16	18	Pittsburgh	13	33
Cleveland	10	5	San Francisco	4	21
Detroit	13	5	St. Louis	8	52
Los Angeles	15	32			

The classification "Family Clothing Stores", for Census purposes, represents stores selling clothing, furnishings and accessories for men, women and children, usually including shoes. Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities with five or less stores reporting, or for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 868 family clothing stores, other than units of chains, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail family clothing trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

FAMILY CLOTHING STORES *(except chains)*

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (*add 000*)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (*add 000*)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (*add 000*)	PERCENT CHANGE FROM 1935	SALES	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	868	12	$81,785	29	$19,965	$22,892	$18,374	$31,013	$17,331	$20,765	$92,244	+12.8	$38,096	-11.1
NEW ENGLAND	79	13	3,436	18	786	1,074	818	1,286	603	884	3,904	+13.6	1,487	-20.1
Connecticut	23	18	1,424	24	303	467	354	519	253	375	1,657	+16.4	628	-20.5
Maine	11	13	271	14	58	77	64	92	45	67	291	+ 7.4	112	-17.0
Massachusetts	30	11	1,064	14	254	345	250	408	202	288	1,267	+16.9	484	-20.5
MIDDLE ATLANTIC	199	13	38,468	53	9,845	10,551	7,555	15,930	8,529	9,475	41,881	+ 8.9	18,004	-11.7
New Jersey	30	11	1,003	17	228	291	270	391	163	299	1,174	+16.8	462	-13.8
New York	84	12	33,845	66	8,573	8,999	6,289	11,971	7,565	8,060	35,738	+ 7.5	15,625	-11.1
Pennsylvania	85	14	4,218	27	1,050	1,261	996	1,568	801	1,136	4,975	+17.9	1,937	-16.2
EAST NORTH CENTRAL	135	12	8,076	17	2,045	2,558	2,070	5,338	1,595	2,158	10,005	+23.9	3,745	-18.6
Illinois	46	14	3,198	20	845	1,008	782	1,866	692	846	3,899	+22.1	1,538	-12.9
Indiana	20	15	858	14	243	306	261	408	197	270	1,218	+42.5	467	-14.9
Ohio	25	8	1,960	16	466	556	502	950	367	510	2,404	+22.8	877	-24.9
Wisconsin	23	22	1,433	39	338	438	350	575	265	375	1,701	+18.7	640	-17.5
WEST NORTH CENTRAL	74	12	9,458	32	2,139	2,610	2,311	3,431	2,003	2,441	10,491	+11.0	4,444	- 6.4
Iowa	8	10	1,114	32	236	285	262	483	227	293	1,196	+ 7.4	520	+ 1.8
Kansas	16	16	822	14	114	159	127	192	103	150	672	+ 9.6	253	-11.9
Minnesota	20	15	2,541	43	647	799	703	960	612	737	3,109	+22.4	1,349	- 6.7
Missouri	18	9	3,822	30	819	1,045	848	1,365	761	983	4,117	+ 7.7	1,741	- 7.4
Nebraska	10	15	1,411	51	327	333	318	477	293	299	1,455	+ 3.1	592	-10.3
SOUTH ATLANTIC	133	11	6,222	15	1,443	1,666	1,426	2,486	1,271	1,564	7,081	+12.8	2,835	- 8.8
Delaware	6	33	381	64	80	118	65	141	66	114	418	+30.2	180	- 6.3
Florida	20	13	645	17	131	190	120	246	135	187	769	+28.3	322	- 2.8
Georgia	17	9	918	15	218	262	213	356	188	233	1,051	+14.5	405	-15.6
Maryland	11	9	558	13	104	166	161	199	85	152	669	+13.7	237	-12.2
North Carolina	27	11	1,639	19	351	382	354	572	315	391	1,759	+ 7.3	686	- 6.4
Virginia	24	13	1,275	19	287	338	291	524	248	308	1,434	+12.5	550	-11.1
West Virginia	15	10	550	14	115	154	141	251	97	153	661	+20.2	250	- 7.1
EAST SOUTH CENTRAL	56	10	2,525	16	557	706	588	1,026	455	646	2,879	+13.6	1,111	-12.8
Alabama	9	7	527	12	118	130	122	213	89	124	577	+ 9.5	213	-12.0
Kentucky	17	10	748	14	195	241	198	293	154	205	927	+24.0	359	-17.7
Mississippi	7	8	214	10	42	58	50	99	41	56	259	+21.0	97	- 5.0
Tennessee	23	16	1,052	24	208	279	208	421	181	261	1,116	+ 6.1	442	- 9.2
WEST SOUTH CENTRAL	85	12	5,648	18	1,284	1,636	1,544	2,479	1,283	1,630	6,943	+22.9	2,913	- 0.2
Louisiana	12	11	779	18	178	214	210	391	172	240	987	+26.7	420	+ 8.8
Oklahoma	13	11	607	13	111	144	137	230	112	141	622	+ 2.5	253	- 0.8
Texas	53	13	4,142	22	993	1,247	1,169	1,798	976	1,215	5,187	+25.2	2,191	- 1.3
MOUNTAIN	29	13	1,508	18	343	411	397	687	297	378	1,778	+17.9	675	-10.5
Colorado	10	14	546	28	183	150	147	216	110	141	636	+16.5	251	- 8.1
PACIFIC	79	21	6,436	34	1,583	1,678	1,665	2,476	1,289	1,595	7,348	+14.0	2,886	-10.0
California	61	21	5,270	36	1,289	1,369	1,330	2,038	1,019	1,286	5,966	+13.2	2,345	- 9.7
Oregon	11	27	850	40	236	228	252	312	211	187	1,088	+28.9	398	-14.2
Washington	7	16	316	16	58	81	85	126	57	82	346	+ 9.4	139	0.0
Cities of more than 500,000 Population														
Boston	6	7	225	12	54	70	55	100	50	50	279	+24.0	110	-11.3
Chicago	23	16	1,598	18	459	570	404	666	376	457	2,099	+31.4	833	-19.0
Los Angeles	10	18	1,482	32	372	345	380	504	273	331	1,543	+ 8.5	604	-15.8
New York	41	13	31,407	76	8,088	8,421	5,751	11,106	7,144	7,579	33,366	+ 6.2	14,723	-10.8
Philadelphia	9	8	653	21	184	227	156	276	138	204	843	+29.1	342	-16.8

* *States and cities with five or less stores reporting or with a sample of less than 10 percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

FAMILY CLOTHING STORES (*except chains*)

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)				YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	868	755	113	$5,306,723	$5,606,909	$5,344,433	$4,131,791	$3,288,496	$5,547,075	$14,467,856	+21.2	$8,835,571	- 5.1
NEW ENGLAND	78	60	18	92,385	103,709	99,114	115,642	86,084	97,901	410,780	+20.6	183,985	- 6.1
Connecticut	23	16	7	37,847	41,771	40,303	45,360	36,574	40,437	164,481	+27.5	77,011	- 2.5
Maine	11	8	3	5,786	5,903	5,641	5,777	4,613	5,545	23,109	+ 5.0	10,158	-11.4
Massachusetts	30	26	5	34,404	36,598	36,491	44,513	30,481	35,486	155,966	+29.7	65,967	- 9.6
MIDDLE ATLANTIC	199	150	49	1,838,011	1,968,615	1,748,310	2,127,612	1,734,179	1,732,189	7,682,748	+20.2	3,466,368	- 8.9
New Jersey	30	21	9	38,558	40,527	40,160	46,914	34,654	38,546	166,159	+16.4	73,000	- 7.7
New York	84	65	19	1,622,755	1,756,926	1,543,783	1,866,952	1,541,616	1,526,552	6,789,416	+20.3	3,068,168	- 9.2
Pennsylvania	85	64	21	176,698	171,162	164,367	214,946	157,909	167,231	727,173	+20.6	325,140	- 6.5
EAST NORTH CENTRAL	136	118	17	316,363	353,901	325,287	420,910	297,686	321,784	1,418,461	+25.8	619,470	- 7.8
Illinois	46	39	7	134,058	151,774	138,841	156,957	131,708	137,856	570,630	+23.9	269,564	- 5.7
Indiana	20	17	3	41,088	43,263	38,373	60,738	43,990	176,342	+37.4	84,786	- 0.3
Ohio	25	23	2	84,508	92,385	85,979	119,797	65,547	77,355	328,603	+38.0	145,902	-18.6
Wisconsin	23	21	2	46,396	54,596	54,672	78,415	48,656	51,904	226,079	+19.6	100,560	- 2.4
WEST NORTH CENTRAL	74	70	4	400,309	422,137	411,749	506,108	410,428	425,254	1,742,503	+26.1	835,682	+ 1.6
Iowa	8	8	--	37,790	42,727	41,172	63,246	41,031	44,546	184,937	+25.2	85,577	+ 6.3
Kansas	16	15	1	11,807	12,184	12,104	15,754	11,440	12,232	51,849	- 2.7	23,672	- 1.3
Minnesota	20	19	1	132,922	138,461	135,923	141,978	138,200	134,969	553,264	+31.8	268,669	- 2.2
Missouri	18	18	--	166,892	171,307	171,702	193,654	170,474	170,830	705,555	+34.7	341,304	+ 0.9
Nebraska	10	8	2	50,148	57,250	50,720	90,180	54,322	60,381	272,599	+ 5.4	114,713	- 6.5
SOUTH ATLANTIC	153	125	8	167,613	177,753	169,876	223,236	176,387	182,123	738,477	+ 8.7	358,510	+ 3.8
Delaware	6	5	1	10,908	11,997	11,696	14,152	10,399	11,999	48,763	+14.9	22,398	- 2.2
Florida	20	20	--	23,554	24,136	20,612	29,117	24,459	25,854	97,421	+21.3	50,313	+ 5.9
Georgia	17	17	--	22,305	23,519	23,252	28,560	23,295	22,467	97,956	- 1.9	45,762	- 0.6
Maryland	11	9	2	9,835	11,597	11,107	14,060	10,021	11,970	46,599	+39.9	21,991	+ 2.6
North Carolina	27	26	1	41,911	43,344	40,733	58,478	44,493	45,587	184,126	+13.1	90,179	+ 5.8
Virginia	24	22	2	37,396	39,964	38,687	47,852	41,784	40,902	163,301	+ 5.6	85,686	+ 6.9
West Virginia	15	15	--	15,613	16,788	17,529	24,706	17,089	17,604	74,636	+ 4.3	34,633	+ 6.9
EAST SOUTH CENTRAL	56	52	4	67,257	73,004	70,705	94,301	67,676	70,047	307,477	+18.4	137,723	- 3.2
Alabama	9	8	1	22,858	24,545	23,696	30,676	21,661	21,803	100,199	+20.4	43,464	- 7.8
Kentucky	17	15	2	15,051	18,065	16,301	20,238	15,163	16,261	69,675	+ 3.9	31,424	- 5.2
Mississippi	7	7	--	3,659	4,080	3,855	4,227	4,269	4,356	18,330	+26.8	8,625	+ 9.3
Tennessee	23	22	1	25,075	28,354	27,476	37,360	26,583	27,627	119,265	- 6.5	54,510	+ 0.1
WEST SOUTH CENTRAL	85	81	4	196,044	206,276	210,898	264,318	206,922	218,210	877,336	+23.8	425,132	+ 5.7
Louisiana	12	11	1	23,896	24,414	25,556	30,598	29,072	30,564	104,444	+40.8	59,636	+23.5
Oklahoma	13	13	2	13,640	14,659	15,977	19,559	14,424	15,180	62,175	+ 6.0	29,604	+ 2.3
Texas	53	53	--	155,466	164,040	166,239	208,868	159,679	168,968	694,618	+21.3	336,647	+ 2.9
MOUNTAIN	29	28	1	59,747	58,022	56,633	63,047	65,921	53,566	231,449	+31.2	119,487	+ 6.9
Colorado	10	10	--	19,874	21,060	24,251	27,075	22,305	25,301	92,260	+41.1	44,306	+ 8.7
PACIFIC	79	71	8	245,846	246,492	251,861	314,218	243,013	246,061	1,056,417	+23.6	489,074	- 0.7
California	61	57	4	194,272	198,450	203,577	241,188	195,994	199,450	837,477	+24.2	393,444	+ 0.2
Oregon	11	10	1	29,315	25,404	25,874	36,684	27,488	24,520	149,279	+17.5	71,948	- 3.7
Washington	7	4	3	12,259	12,628	12,410	14,566	11,591	12,091	51,661	+37.9	23,682	- 4.8
Cities of more than 500,000 Population													
Boston	6	5	1	7,861	8,212	7,879	9,463	6,664	7,287	33,435	+63.2	13,951	-13.2
Chicago	23	18	5	74,702	91,887	69,270	91,741	71,905	75,841	329,560	+22.5	147,747	-12.4
Los Angeles	10	10	--	63,165	60,747	62,586	73,263	56,800	58,845	239,761	+14.0	117,045	- 5.5
New York	41	31	10	1,256,309	1,684,525	1,478,141	1,764,500	1,471,718	1,458,555	6,498,475	+20.7	2,930,253	- 9.6
Philadelphia	9	7	2	31,213	34,904	30,376	40,380	30,001	33,248	134,773	+13.7	63,249	- 0.9

* *States and cities with five or less stores reporting or with a sample of less than 10 percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

FARM AND GARDEN SUPPLY STORES

Nearly 600 farm and garden supply stores throughout the country, with aggregate sales in 1937 of $35,017,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 14.5 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 9.2 percent and the second quarter a loss of 19.2 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 17.8 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 25.4 percent; second quarter, 28.6 percent; third quarter, 23.9 percent; fourth quarter, 22.1 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from 10.0 percent for the New England Division to 20.4 percent for the West South Central Division.

Pay Roll

Of the 579 stores included in the Survey, 69 reported no paid employees. The remaining 510 stores reported pay roll, exclusive of the services of proprietors, to the amount of $2,696,000 for 1937, representing an increase of 11.0 percent over their pay roll for 1935. They reported a total pay roll of $1,318,000 for the first half of 1938, an increase of one-tenth of 1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+17.8	+11.0
First half 1938 compared with first half 1937	-14.5	+ 0.1

Size of Sample

The stores included in this Survey constitute a sample of 12 percent in sales and six percent in number of all farm and garden supply stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	9,176	$252,471,000
1937 Survey	579	29,728,000
Percent Sample	6%	12%

Attached are tables showing sales and pay roll for each quarter by geographic divisions and States. Separate figures are not shown in the tables for States with less than five stores reporting, or for which the sample represents less than seven percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions. This classification represents retail stores specializing in seeds and nursery stock, fertilizer dealers selling primarily at retail and harness shops; but does not include hay, grain and feed stores nor hardware and farm implement dealers for which there are separate classifications.

Scope of Survey

The data contained in this report represent 579 farm and garden supply stores, for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by all retail farm and garden supply stores, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions and States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Cosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

FARM AND GARDEN SUPPLY STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS AND STATES.

DIVISION AND STATE*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	579	6	$29,726	12	$9,910	$10,003	$8,353	$7,751	$8,092	$8,084	$35,017	+17.8	$16,176	-14.5
NEW ENGLAND	34	11	2,616	20	725	713	572	707	692	602	2,717	+ 3.9	1,294	-10.0
Connecticut	7	14	466	21	125	158	120	134	121	132	537	+14.7	253	-10.6
Massachusetts	21	18	1,947	26	547	486	407	523	530	411	1,962	+ 0.8	941	- 8.9
MIDDLE ATLANTIC	110	9	6,590	14	1,943	2,317	1,607	1,651	1,814	1,907	7,518	+14.3	3,721	-12.7
New Jersey	14	9	1,004	14	277	315	246	279	238	257	1,117	+11.3	525	-11.3
New York	44	9	2,596	18	755	960	608	701	709	771	3,018	+16.3	1,480	-13.7
Pennsylvania	52	9	2,980	15	911	1,042	759	671	847	869	3,383	+13.5	1,716	-12.1
EAST NORTH CENTRAL	135	7	7,073	11	2,095	2,506	2,308	1,670	1,876	1,977	8,603	+21.6	3,853	-16.8
Illinois	23	7	777	8	248	252	183	218	235	182	915	+17.8	417	-18.9
Indiana	22	7	1,081	9	319	441	297	227	308	371	1,364	+26.0	679	-11.4
Michigan	27	11	1,438	15	488	570	357	333	393	438	1,697	+17.3	831	-16.7
Ohio	40	7	2,699	12	732	814	1,102	507	621	564	3,235	+19.9	1,285	-16.9
Wisconsin	23	8	1,078	12	364	459	363	306	319	362	1,392	+29.2	647	-20.4
WEST NORTH CENTRAL	101	6	3,477	8	938	1,085	1,017	949	889	843	3,969	+14.2	1,732	-13.8
Iowa	34	7	1,270	10	348	489	432	356	399	408	1,628	+28.0	807	- 3.6
Kansas	13	6	394	8	102	137	93	76	67	100	408	+ 3.6	167	-20.1
Minnesota	20	6	771	13	223	200	225	248	192	159	896	+16.2	351	-17.0
SOUTH ATLANTIC	43	2	2,308	6	648	771	499	647	771	602	2,765	+25.2	1,373	-15.8
Florida	6	3	696	14	305	173	186	353	303	181	997	+26.6	484	- 8.5
Maryland	5	7	303	10	92	107	104	68	85	97	391	+29.0	182	- 8.5
Virginia	7	4	554	9	162	164	153	140	184	118	619	+11.7	242	-25.8
EAST SOUTH CENTRAL	21	2	643	5	178	281	135	121	155	200	685	+ 6.5	355	-17.3
Kentucky	8	4	272	8	87	107	84	57	74	96	335	+23.2	170	-12.4
WEST SOUTH CENTRAL	40	7	1,083	11	352	429	245	291	317	305	1,317	+21.6	622	-80.4
Louisiana	7	8	151	8	54	49	17	26	43	41	148	- 2.0	84	-18.4
Texas	21	8	668	14	209	211	164	199	200	166	783	+17.2	366	-12.9
MOUNTAIN	24	10	846	11	296	345	215	262	234	208	1,018	+20.3	442	-18.3
Colorado	8	9	213	6	89	88	63	63	68	81	303	+42.3	149	-15.8
PACIFIC	71	12	5,302	29	1,533	1,676	1,761	1,453	1,344	1,440	6,425	+23.5	2,784	-13.3
California	53	14	4,769	35	1,372	1,477	1,653	1,357	1,189	1,248	5,859	+22.9	2,431	-14.7
Oregon	8	9	131	7	42	60	39	31	39	60	172	+31.3	99	- 2.9
Washington	10	10	382	12	121	139	69	65	116	132	394	+39.7	254	- 2.3

* *States with less than five stores reporting or with a sample of less than seven percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

FARM AND GARDEN SUPPLY STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS AND STATES.

DIVISION AND STATE *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	579	510	69	$633,709	$668,156	$660,902	$718,216	$639,922	$676,345	$2,695,983	+11.0	$1,316,297	+ 0.1
NEW ENGLAND	34	31	3	67,220	65,854	63,875	71,417	66,797	62,579	268,366	- 1.6	129,376	- 2.8
Connecticut	7	6	1	14,644	15,826	14,436	17,548	14,462	15,007	61,843	-10.5	29,469	- 1.5
Massachusetts	21	20	1	49,162	47,517	45,915	50,641	49,028	44,369	193,235	- 6.7	93,397	- 3.4
MIDDLE ATLANTIC	110	100	10	137,726	148,975	136,909	158,175	135,188	144,807	575,767	+ 5.3	279,989	- 0.2
New Jersey	14	14	--	19,759	20,178	20,013	23,944	20,468	21,019	89,868	+10.3	41,487	+ 3.9
New York	44	41	3	56,614	55,527	54,098	60,205	54,254	55,132	225,474	+ 4.3	109,386	- 2.5
Pennsylvania	52	45	7	61,353	67,246	62,798	68,026	60,460	68,656	259,425	+ 4.5	129,116	+ 0.4
EAST NORTH CENTRAL	135	120	15	146,210	169,960	147,563	172,293	148,098	169,066	636,026	+12.4	317,164	+ 0.3
Illinois	25	20	5	17,905	15,142	15,295	18,201	17,546	15,718	66,543	- 2.2	33,264	+ 0.7
Indiana	22	19	3	21,622	20,496	23,330	23,970	23,293	24,198	101,418	+18.0	47,491	+10.9
Michigan	27	23	4	27,608	28,327	25,110	25,269	26,264	24,848	107,314	+15.5	78,112	- 9.7
Ohio	40	35	5	50,099	55,309	52,993	63,730	51,553	56,656	222,124	+17.8	108,169	+ 2.6
Wisconsin	23	23	--	18,976	20,083	18,835	20,433	19,162	20,646	78,027	+20.6	59,888	+ 2.0
WEST NORTH CENTRAL	101	84	17	63,282	69,207	65,895	71,887	62,456	66,965	270,271	+12.6	129,421	- 2.3
Iowa	34	28	6	16,166	18,773	17,072	18,681	16,954	19,186	70,692	+ 8.9	36,140	+ 5.4
Kansas	13	11	2	7,661	7,866	6,729	7,248	6,651	7,160	29,504	- 5.4	13,811	-11.1
Minnesota	20	16	4	19,770	23,593	23,446	23,257	20,760	22,603	90,068	+40.0	43,363	0.0
SOUTH ATLANTIC	42	37	5	45,118	39,336	37,695	49,761	44,447	40,025	171,906	+19.9	84,482	0.0
Florida	6	4	2	19,548	15,591	13,092	19,701	19,426	14,274	65,932	+24.0	33,700	+ 1.7
Maryland	5	5	--	6,725	6,618	6,476	7,431	6,129	6,473	27,274	+ 9.2	12,602	- 5.7
Virginia	7	6	1	8,142	7,776	7,787	8,543	7,497	7,255	32,248	+25.6	14,752	- 7.3
EAST SOUTH CENTRAL	21	14	7	18,517	22,178	20,501	20,235	18,692	21,115	81,428	+17.3	39,807	- 2.2
Kentucky	8	6	2	11,394	12,125	11,808	12,001	11,933	12,715	47,328	+18.8	24,648	+ 4.8
WEST SOUTH CENTRAL	40	38	2	24,041	25,322	23,149	25,951	24,019	23,702	96,463	+12.6	47,721	- 3.3
Louisiana	7	7	--	3,752	3,792	3,718	3,815	3,877	3,934	15,084	- 3.2	7,811	+ 3.4
Texas	21	20	1	15,627	16,552	14,561	15,367	15,230	14,798	62,107	+13.4	30,028	- 6.7
MOUNTAIN	24	22	2	21,643	21,983	19,295	27,248	20,591	20,688	90,369	+14.4	41,279	- 5.8
Colorado	8	8	--	5,594	7,362	5,367	7,154	6,335	7,048	25,477	+10.8	15,383	- 4.1
PACIFIC	71	64	7	109,770	126,344	146,022	123,249	119,670	129,368	505,385	+16.6	249,058	+ 5.5
California	53	49	4	98,730	111,193	135,434	112,625	108,458	114,712	457,972	+15.1	223,170	+ 6.3
Oregon	8	5	3	3,587	4,443	5,480	5,056	4,286	4,725	15,466	+49.6	9,012	+10.2
Washington	10	10	--	7,453	10,708	7,118	6,568	6,926	9,950	31,947	+26.2	16,876	- 7.1

* *States with less than five stores reporting or with a sample of less than seven percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

FLOOR COVERINGS AND DRAPERY STORES

More than 300 floor coverings and drapery stores throughout the country, with aggregate sales in 1937 of $15,333,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 17.1 percent over the preceding quarter. Sales during the first half of 1938 were off 21.6 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 17.3 percent and the second quarter a loss of 25.0 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 53.4 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Floor Coverings and Drapery Stores		
	Stores	Sales	Change from Preceding Period
1929 Census	2,476	$92,163,000	--
1933 Census	2,155	40,462,000	-56.1%
1935 Census	2,611	61,246,000	+51.4%
Identical stores included in this Survey:			
Year 1935	326	9,994,000	--
Year 1937	326	15,333,000	+53.4%
First Half 1937	326	7,503,000	--
First Half 1938	326	5,880,000	-21.6%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 21.4 percent; second quarter, 27.6 percent; third quarter, 23.6 percent; fourth quarter, 27.4 percent. All geographic divisions show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases, ranging from 13.6 percent for the West North Central Division to 35.9 percent for the West South Central and Mountain Divisions combined.

Pay Roll

Of the 326 stores included in the Survey, 25 reported no paid employees. The remaining 301 reported pay roll, exclusive of the services of proprietors, to the amount of $2,453,000 for 1937 representing an increase of 56.7 percent over their pay roll for 1935. They reported a total pay roll of $1,100,000 for the first half of 1938, a decrease of 3.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+53.4	+56.7
First half 1938 compared with first half 1937	-21.6	- 3.7

Size of Sample

The stores included in this Survey constitute a sample of 16 percent in sales and 12 percent in number of all floor coverings and drapery stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	2,611	$61,246,000
1937 Survey	326	9,994,000
Percent Sample	12%	16%

Attached are tables showing sales and pay roll for each quarter by geographic divisions. Four divisions are shown in combination because of the small number of stores included in the sample.

Scope of Survey

The data contained in this report were supplied by 326 floor coverings and drapery stores, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by all retail floor coverings and drapery stores, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business included wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

FLOOR COVERINGS AND DRAPERY STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	326	12	$9,994	16	$3,273	$4,830	$3,623	$4,297	$2,708	$3,172	$15,333	+53.4	$5,880	-21.6
New England	32	13	928	19	279	300	277	341	192	236	1,197	+29.0	428	-26.1
Middle Atlantic	114	9	3,489	15	1,062	1,299	1,136	1,583	886	995	5,080	+45.6	1,881	-30.3
East North Central	75	17	2,709	18	938	1,310	995	1,071	802	925	4,314	+59.2	1,727	-33.2
West North Central	26	17	589	15	198	288	241	239	181	239	966	+64.0	420	-13.6
South Atlantic and East South Central	19	13	781	15	246	304	295	325	203	281	1,250	+60.1	484	-23.2
West South Central and Mountain	8	8	105	(1)	52	51	46	51	30	36	200	+90.5	66	-35.9
Pacific	52	18	1,393	23	498	598	633	697	414	460	2,326	+67.0	674	-30.3

(1) Data not available.

FLOOR COVERINGS AND DRAPERY STORES

TABLE 2.– PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Payroll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	326	301	25	$517,243	$625,812	$617,789	$691,960	$520,219	$580,158	$2,452,804	+56.7	$1,100,377	- 3.7
New England	32	30	2	42,665	43,761	43,430	49,910	40,408	41,115	184,766	+34.1	81,523	- 5.7
Middle Atlantic	114	106	8	158,375	182,336	196,415	233,035	168,648	175,888	770,161	+47.7	344,530	+ 1.1
East North Central	75	68	7	145,516	177,262	167,000	163,377	143,717	161,581	673,175	+62.9	305,298	- 5.4
West North Central	26	23	3	31,173	40,459	39,796	47,186	34,558	39,637	158,614	+79.4	74,195	+ 3.6
South Atlantic and East South Central	19	18	1	49,733	74,616	63,336	70,749	52,762	74,599	258,434	+66.2	127,361	+ 2.4
West South Central and Mountain	8	8	--	5,637	8,809	7,186	5,851	4,430	4,916	28,465	+84.4	9,346	-39.5
Pacific	52	48	4	83,144	98,549	95,624	101,872	75,696	82,428	379,189	+62.4	158,124	-13.0

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

Preliminary report
(4 pages)

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Immediate
Release

Census Survey of Business: 1937-38
Retail Distribution

FLORISTS

Nearly 800 florist shops or stores, with aggregate sales in 1937 of $18,144,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 27.5 percent over the preceding quarter. Sales during the first half of 1938 were off 7.3 percent as compared with their sales for the same period of 1937. The first quarter of 1938 showed a loss of 19.1 percent and the second quarter a gain of 4.6 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 24.5 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison of previous Census totals for number and sales of all retail florist shops follows:

	Stores	Sales	Change from Preceding Period
1929 Census	9,328	$176,201,000	--
1933 Census	7,728	66,495,000	-62.3%
1935 Census	11,242	98,718,000	+48.5%
Identical stores included in Survey:			
Year 1935	770	14,569,000	--
Year 1937	770	18,144,000	+24.5%
First Half 1937	770	10,138,000	--
First Half 1938	770	9,397,000	- 7.3%

Sales

All geographic divisions and all States show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows increases of 1.4 percent and five-tenths of 1 percent, respectively, for the West North Central and the East South Central Divisions, with decreases for each of the remaining divisions, ranging from 1.5 percent for the Mountain Division to 11.0 percent for the Middle Atlantic Division.

Pay Roll

Of the 770 shops included in the Survey, 56 reported no paid employees. The remaining 714 reported pay roll, exclusive of the services of proprietors, to the amount of $3,245,000 for 1937, representing an increase of 17.5 percent over the total for 1935, and $1,645,000 for the first half of 1938, an increase of 2.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+24.5	+17.5
First half 1938 compared with first half 1937	- 7.3	+ 2.7

Size of Sample

The shops included in the Survey constitute a sample of 15 percent in sales and 7 percent in number of all florist shops shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	11,242	$98,718,000
1937 Survey	770	14,569,000
Percent Sample	7%	15%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample: Stores %	Size of Sample: Sales %	City	Size of Sample: Stores %	Size of Sample: Sales %
Baltimore	7	20	Milwaukee	11	21
Boston	6	10	New York	8	15
Buffalo	7	12	Philadelphia	6	23
Chicago	6	16	Pittsburgh	16	39
Cleveland	7	21	San Francisco	9	16
Detroit	11	21	St. Louis	3	6
Los Angeles	6	17			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities with less than five stores reporting, or for which the sample represents less than eight percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 770 florist shops or stores, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail florist trade. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

FLORISTS

TABLE 1.-SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (000 omitted)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (000 omitted)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (000 omitted)	PERCENT CHANGE FROM 1935	SALES (000 omitted)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	770	7	$14,569	15	$5,104	$5,034	$2,991	$5,015	$4,130	$5,267	$18,144	+24.5	$9,397	- 7.3
NEW ENGLAND	89	9	1,678	16	553	585	304	509	415	609	1,951	+16.3	1,024	-10.0
Connecticut	18	6	439	20	153	141	79	145	116	144	518	+18.0	260	-11.6
Maine	7	11	122	21	35	44	21	24	29	49	134	+ 9.8	78	- 1.3
Massachusetts	50	8	897	15	293	317	159	268	212	333	1,087	+15.6	544	-10.8
New Hampshire	7	13	95	17	32	41	22	29	27	38	124	+30.5	65	-11.0
Rhode Island	6	8	116	17	37	38	21	31	28	42	127	+ 9.5	70	- 8.7
MIDDLE ATLANTIC	239	7	4,929	15	1,719	1,648	945	1,664	1,320	1,678	5,976	+21.0	2,998	-11.0
New Jersey	23	4	434	9	149	140	76	119	114	154	482	+11.1	268	- 7.3
New York	129	7	2,496	13	859	843	495	856	692	884	3,043	+21.9	1,576	-10.9
Pennsylvania	87	8	2,009	23	711	665	386	689	514	700	2,451	+22.0	1,814	-11.8
EAST NORTH CENTRAL	193	8	3,329	17	1,195	1,257	755	1,237	980	1,295	4,444	+33.5	2,275	- 7.8
Illinois	57	7	1,023	16	353	386	238	382	314	402	1,353	+32.3	716	- 3.1
Indiana	20	8	247	13	84	106	59	77	61	112	326	+32.0	173	+ 1.6
Mich.gan	41	9	736	19	275	286	174	298	213	284	1,033	+40.4	497	-11.4
Ohio	54	7	990	17	345	353	231	364	283	366	1,303	+31.6	649	- 9.6
Wisconsin	21	9	333	15	118	126	69	116	89	131	429	+28.8	230	- 9.8
WEST NORTH CENTRAL	52	6	945	13	290	331	170	300	257	373	1,091	+15.4	630	+ 1.4
Iowa	11	7	193	14	57	77	32	60	54	84	226	+17.1	138	+ 3.0
Kansas	7	8	138	18	42	43	21	42	35	45	148	+ 7.2	80	+ 5.9
Missouri	19	6	381	14	126	118	76	127	112	140	447	+17.3	252	+ 3.3
SOUTH ATLANTIC	49	5	976	12	369	315	201	335	310	346	1,220	+25.0	656	- 4.1
Florida	5	4	89	13	34	27	14	31	27	29	104	+16.9	56	+ 6.6
Georgia	8	7	145	14	53	49	26	52	48	50	190	+31.0	98	+ 3.9
Maryland	14	8	281	18	110	87	55	100	84	104	352	+25.3	188	- 4.6
West Virginia	6	8	104	14	37	35	20	34	29	39	126	+21.2	68	- 5.6
EAST SOUTH CENTRAL	32	8	539	17	183	164	110	187	180	189	644	+23.2	369	+ 0.5
Alabama	6	8	151	28	62	59	34	56	65	56	211	+39.7	121	0.0
Kentucky	14	10	229	21	61	70	39	69	61	76	229	+ 4.4	137	+ 4.6
WEST SOUTH CENTRAL	23	4	456	11	164	132	98	163	143	145	557	+22.1	288	- 2.7
Louisiana	5	5	117	15	35	29	24	45	33	31	133	+13.7	64	0.0
Oklahoma	6	7	123	17	40	33	21	33	36	38	127	+ 3.3	74	+ 1.4
Texas	10	2	180	8	74	57	45	72	65	66	248	+37.8	129	- 1.5
MOUNTAIN	15	7	265	13	96	102	58	97	81	114	353	+33.2	195	- 1.5
Utah	5	10	93	28	39	36	21	36	36	39	132	+41.9	75	0.0
PACIFIC	78	6	1,442	15	535	490	350	523	444	518	1,868	+30.9	962	- 5.8
California	65	6	1,079	14	405	359	272	398	343	392	1,432	+32.7	735	- 5.5
Oregon	5	5	249	28	90	85	53	90	70	87	316	+26.9	157	- 9.2
Washington	8	5	114	8	42	38	25	35	31	39	140	+22.8	70	-12.5
Cities of more than 500,000 Population														
Baltimore	9	7	214	20	79	60	41	78	65	68	256	+20.6	133	- 4.3
Boston	8	6	175	10	54	49	27	56	36	49	186	+ 6.3	85	-17.5
Buffalo	6	7	108	18	36	32	20	34	30	33	154	+14.8	63	-10.0
Chicago	30	6	641	16	221	226	150	242	190	228	839	+30.9	418	- 6.5
Cleveland	10	7	307	21	97	84	56	106	77	86	345	+12.4	163	- 9.9
Detroit	19	11	369	21	137	117	87	140	98	119	481	+30.4	217	-14.6
Los Angeles	17	6	356	17	149	134	101	147	125	142	531	+49.3	267	- 5.7
Milwaukee	11	11	199	21	72	71	42	71	56	74	256	+28.6	130	- 9.1
New York	90	8	1,905	15	672	649	375	674	539	641	2,970	+19.4	1,180	-10.7
Philadelphia	21	6	655	23	217	168	109	225	150	182	715	+ 9.2	332	-13.8
Pittsburgh	11	16	476	39	162	162	99	173	117	142	596	+25.2	279	-15.9
San Francisco	13	9	282	16	93	80	68	95	79	90	336	+19.1	169	- 2.3

* States and cities with less than five stores reporting or with a sample of less than eight percent of 1935 sales are not shown separately. Data for such states are included in the totals of their respective geographic divisions.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

FLORISTS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY*	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	770	714	56	$764,389	$838,325	$764,453	$873,260	$772,375	$872,879	$3,245,425	+17.5	$1,645,254	+ 2.7
NEW ENGLAND	89	85	4	89,884	100,178	89,232	104,519	91,740	107,771	383,913	+ 9.6	199,511	+ 5.0
Connecticut	18	15	3	25,011	24,253	21,188	26,258	22,668	25,579	95,180	+ 0.7	48,241	+ 2.1
Maine	7	7	--	5,551	8,235	6,398	6,491	9,358	11,823	26,669	+ 2.8	21,181	+53.6
Massachusetts	50	49	1	49,791	53,991	47,910	59,330	48,291	55,996	211,022	+13.4	104,289	+ 0.5
New Hampshire	7	7	--	4,935	6,747	6,308	6,150	5,685	8,168	24,140	+16.9	15,853	+19.6
Rhode Island	6	6	--	5,605	5,777	5,702	5,574	4,942	5,242	22,458	+ 6.0	10,084	-11.4
MIDDLE ATLANTIC	239	218	21	270,295	291,398	278,885	305,660	267,257	298,171	1,141,256	+17.3	565,428	+ 0.7
New Jersey	33	31	2	30,335	31,767	30,148	33,896	28,610	28,855	85,146	+20.4	41,465	- 1.5
New York	129	116	13	131,803	142,920	134,384	147,083	130,220	143,833	556,130	+18.6	274,053	- 0.2
Pennsylvania	87	81	6	118,155	126,711	114,353	124,741	118,427	131,483	499,960	+15.5	249,910	+ 2.1
EAST NORTH CENTRAL	195	177	18	174,391	196,646	170,986	202,736	178,214	204,100	744,759	+20.8	382,314	+ 3.0
Illinois	57	49	8	53,128	58,365	50,988	61,970	55,877	64,256	228,449	+22.0	119,533	+ 3.5
Indiana	20	19	1	11,770	15,814	13,145	14,507	14,620	16,016	52,236	+10.7	30,636	+24.5
Michigan	41	37	4	40,654	44,761	40,572	46,972	40,972	46,739	171,774	+34.4	87,711	+ 2.8
Ohio	54	51	3	53,797	59,754	52,706	61,850	51,861	59,569	227,503	+14.8	110,479	+ 2.8
Wisconsin	21	21	--	15,042	17,914	14,604	18,157	15,484	18,521	64,797	+ 9.2	34,005	+ 6.1
WEST NORTH CENTRAL	58	56	2	47,354	54,087	47,128	50,328	46,369	54,811	198,895	+ 8.7	101,180	- 0.3
Iowa	11	11	--	9,553	11,718	10,525	11,578	10,253	12,196	43,369	+25.3	22,449	+ 5.6
Kansas	7	7	--	7,278	7,548	6,416	7,588	8,793	9,805	28,830	- 0.7	18,598	+25.4
Missouri	19	18	1	20,238	21,010	19,963	20,747	17,199	19,210	81,958	+10.0	36,409	-11.7
SOUTH ATLANTIC	49	47	2	51,469	53,785	51,584	58,415	49,480	54,473	215,353	+17.0	103,953	- 1.8
Florida	5	4	1	2,541	2,728	2,043	2,315	2,093	2,484	9,527	-44.0	4,577	-13.1
Georgia	8	8	--	6,060	6,233	5,961	6,369	5,984	5,799	24,643	+15.1	11,783	- 7.7
Maryland	14	14	--	15,264	15,789	15,103	18,697	15,287	16,821	64,853	+15.1	31,948	- 2.6
West Virginia	6	5	1	4,381	4,707	3,894	4,766	4,181	4,482	17,748	- 7.1	8,603	- 5.3
EAST SOUTH CENTRAL	38	38	--	29,853	35,340	34,465	36,903	35,251	37,473	136,559	+20.0	72,724	+11.6
Alabama	8	8	--	12,381	13,751	14,045	15,784	13,836	14,307	55,961	+21.8	28,143	+ 7.7
Kentucky	14	14	--	10,628	14,345	15,483	13,848	14,865	15,498	52,244	- 6.3	29,763	+19.2
WEST SOUTH CENTRAL	23	23	--	21,551	23,499	21,437	24,529	22,343	24,463	90,006	+22.3	46,806	+ 6.5
Louisiana	5	5	--	4,088	4,729	4,454	4,545	4,596	4,896	19,315	+68.0	9,444	+ 0.8
Oklahoma	6	6	--	5,759	6,214	5,238	6,017	5,640	6,282	23,428	- 4.1	11,922	+ 1.1
Texas	10	10	--	8,272	9,024	8,443	9,876	9,331	10,210	35,615	+28.3	19,541	+13.0
MOUNTAIN	15	14	1	12,116	13,604	12,756	15,933	13,097	14,897	54,409	+41.7	27,994	+ 8.8
Utah	5	5	--	3,836	4,097	3,759	5,253	4,409	4,690	17,047	+52.7	9,099	+14.7
PACIFIC	78	68	10	67,476	70,796	63,876	76,243	68,624	76,750	280,395	+23.8	145,354	+ 5.1
California	65	55	10	47,505	50,163	46,545	56,197	51,152	56,280	199,411	+20.1	106,172	+ 8.7
Oregon	5	5	--	6,358	6,531	4,987	5,958	4,440	4,198	17,178	+30.0	8,638	- 3.8
Washington	8	8	--	5,620	4,103	3,006	5,078	3,032	4,512	13,806	+55.6	7,544	- 2.3
Cities of more than 500,000 Population													
Baltimore	9	9	--	11,653	11,226	11,306	14,114	10,853	11,614	48,301	+27.1	22,467	- 1.8
Boston	8	8	--	10,765	11,284	9,784	12,280	10,480	11,801	44,053	- 6.3	22,281	+ 1.3
Buffalo	6	5	1	4,181	4,269	3,848	4,646	3,895	4,402	16,938	- 1.8	8,297	- 1.8
Chicago	30	24	6	32,405	35,061	29,956	36,580	30,993	34,583	134,032	+ 9.2	65,576	- 2.8
Cleveland	10	8	2	11,067	11,881	10,200	11,743	10,139	11,763	43,891	+ 6.5	21,902	-11.8
Detroit	19	17	2	19,660	19,609	17,681	19,876	18,219	19,950	76,886	+16.4	38,169	+ 2.5
Los Angeles	17	16	1	16,997	17,981	17,209	20,805	18,771	20,214	78,990	+26.8	38,985	+11.8
Milwaukee	11	11	--	10,767	11,073	9,696	12,381	10,936	12,089	44,117	+ 5.1	22,965	+ 5.8
New York	90	80	10	108,088	116,238	111,019	122,886	106,817	117,804	457,565	+19.3	224,081	- 0.1
Philadelphia	21	20	1	41,382	41,718	38,878	46,459	39,757	45,906	168,425	+ 3.6	81,655	- 1.7
Pittsburgh	11	8	3	36,759	39,771	40,309	46,461	39,110	42,246	162,300	+14.8	81,356	+ 7.7
San Francisco	13	13	--	12,383	12,167	12,460	14,218	13,260	13,983	51,826	+12.1	27,243	+10.9

* States and cities with less than five stores reporting or with a sample of less than eight percent of 1935 sales are not shown separately. Data for such states are included in the totals of their respective geographic divisions.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

FURNITURE STORES

More than 2,000 furniture stores throughout the country, with aggregate sales in 1937 of $182,664,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 24.4 percent over the preceding quarter. Sales during the first half of 1938 were off 24.3 percent as compared with their sales for the same period of 1937. The first quarter of 1938 showed a loss of 19.0 percent and the second quarter a loss of 28.0 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 34.0 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

This report includes data for 85 identical chain units with sales amounting to $18,751,000 for 1937, representing an increase of 31.8 percent as compared with their sales for 1935.

A comparison of previous Census totals for number and sales of retail furniture stores, including chains, follows:

	Stores	Sales	Change from Preceding Period
1929 Census	25,153	$1,509,815,000	--
1933 Census	17,418	553,503,000	-63.3%
1935 Census	17,043	694,578,000	+25.5%
Identical stores included in Survey:			
Year 1935	2,025	136,285,000	--
Year 1937	2,025	182,664,000	+34.0%
First Half 1937	2,025	89,135,000	--
First Half 1938	2,025	67,493,000	-24.3%

Sales

All geographic divisions and all States, with the exception of Vermont, show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 10.4 percent for the West South Central Division to 34.2 percent for the East North Central Division.

Pay Roll

Of the 2,025 stores included in the Survey, 133 reported no paid employees. The remaining 1,892 reported pay roll, exclusive of the services of proprietors, to the amount of $28,753,000 for 1937, representing an increase of 34.5 percent over the total for 1935, and $12,739,147 for the first half of 1938, a decrease of 4.4 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+34.0	+34.5
First half 1938 compared with first half 1937	-24.3	- 4.4

Size of Sample

The stores included in the Survey constitute a sample of 20 percent in sales and 12 percent in number of all furniture stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	17,043	16,482	561	$694,578	$600,757	93,821
1937 Survey	2,025	1,940	85	136,285	122,056	14,229
Percent Sample	12%	12%	15%	20%	20%	15%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample Stores %	Size of Sample Sales %	City	Size of Sample Stores %	Size of Sample Sales %
Baltimore	15	14	Milwaukee	24	27
Boston	6	3	New York	12	16
Buffalo	11	10	Philadelphia	11	14
Chicago	14	32	Pittsburgh	12	3
Cleveland	12	23	San Francisco	19	46
Detroit	14	20	St. Louis	7	4
Los Angeles	12	50			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Because of the small number of chain units included in the Survey, separate figures for independents and chains can be shown only in United States totals. Separate figures are not shown in the tables for States and cities with less than five stores reporting, or for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 2,025 furniture stores, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail furniture trade. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James C. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

FURNITURE STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,025	12	$136,285	20	$37,135	$52,000	$45,830	$47,699	$30,073	$37,420	$182,554	+34.0	$67,493	-24.3
Independents	1,940	18	122,056	20	33,643	45,987	41,379	42,904	27,280	33,449	163,913	+34.3	60,729	-23.7
Chains	85	15	14,229	15	3,492	6,013	4,451	4,795	2,793	3,971	18,751	+31.8	6,764	-28.8
NEW ENGLAND	162	13	7,983	15	2,166	3,090	2,377	2,610	1,570	2,183	10,745	+34.6	3,753	-29.6
Connecticut	36	16	2,896	16	706	998	936	808	495	664	3,444	+49.9	1,159	-32.0
Massachusetts	81	13	4,033	15	1,053	1,481	1,389	1,317	756	1,062	5,240	+29.9	1,818	-28.3
Vermont	6	10	365	21	73	108	86	79	61	86	346	- 5.2	149	-17.7
MIDDLE ATLANTIC	444	14	29,964	19	8,258	11,536	9,903	10,846	6,703	8,417	40,536	+35.3	15,120	-23.6
New Jersey	53	13	2,949	15	813	1,085	1,054	1,105	650	827	4,057	+37.6	1,477	-28.2
New York	201	13	15,865	19	3,935	5,875	4,787	5,556	3,353	4,063	19,573	+23.4	7,416	-19.7
Pennsylvania	190	17	11,150	22	3,484	5,176	4,062	4,184	2,700	3,527	16,906	+51.6	6,227	-29.1
EAST NORTH CENTRAL	491	14	32,123	22	8,855	14,009	10,556	10,411	6,161	8,677	43,550	+35.5	14,838	-34.2
Illinois	121	14	8,863	24	2,189	3,857	2,853	3,062	1,809	2,716	11,901	+34.3	4,525	-34.4
Indiana	76	14	5,394	26	1,435	2,401	1,806	1,680	1,079	1,488	7,868	+34.6	2,567	-34.1
Michigan	87	14	5,145	18	1,493	2,098	1,639	1,617	882	1,096	6,827	+32.7	1,980	-44.6
Ohio	117	12	9,495	20	2,446	4,037	2,919	2,611	1,563	2,137	11,993	+41.2	3,700	-42.8
Wisconsin	90	18	4,225	28	1,082	1,616	1,339	1,501	828	1,238	5,947	+31.3	2,066	-23.7
WEST NORTH CENTRAL	203	9	9,914	15	2,368	3,366	2,918	3,074	2,143	2,733	11,720	+18.2	4,876	-15.0
Iowa	49	11	1,705	14	446	631	476	541	441	543	2,094	+22.8	984	- 8.6
Kansas	43	10	1,384	18	324	481	414	458	308	393	1,657	+19.7	675	-17.8
Minnesota	34	8	2,347	19	538	795	729	722	470	571	2,778	+18.4	1,041	-21.6
Nebraska	20	9	2,483	43	580	778	692	731	495	690	2,781	+14.8	1,185	-12.7
SOUTH ATLANTIC	212	9	12,480	13	3,150	4,569	3,889	4,066	2,633	3,104	16,154	+30.1	5,737	-25.5
Delaware	6	14	277	14	70	105	95	108	65	98	378	+36.5	163	- 6.9
Florida	34	10	1,577	11	438	464	453	666	417	385	2,021	+28.2	802	-11.1
Maryland	26	14	1,572	15	384	596	518	638	382	414	2,134	+35.8	796	-24.9
North Carolina	42	9	2,162	13	556	761	601	775	438	500	2,693	+24.6	938	-16.8
Virginia	37	11	2,053	14	407	678	667	721	393	529	2,523	+22.9	922	-18.8
West Virginia	17	9	2,949	31	719	1,231	981	1,086	656	769	4,115	+39.5	1,405	-31.4
EAST SOUTH CENTRAL	93	9	3,779	11	1,159	1,524	1,260	1,491	967	1,085	5,434	+43.8	2,052	-23.5
Alabama	28	8	1,612	17	516	655	565	661	417	448	2,376	+47.4	865	-24.8
Mississippi	13	9	357	11	118	143	136	170	109	114	567	+58.8	223	-14.6
WEST SOUTH CENTRAL	133	8	8,334	16	2,230	2,847	2,714	3,190	2,127	2,422	10,981	+31.8	4,549	-10.4
Arkansas	11	6	426	11	122	155	144	158	95	137	579	+35.9	232	-16.8
Louisiana	14	7	1,377	15	340	547	498	599	336	423	1,986	+44.2	759	-14.6
Oklahoma	23	6	1,148	13	372	368	324	418	290	327	1,382	+20.4	617	- 5.8
Texas	85	10	5,383	18	1,494	1,777	1,748	2,015	1,416	1,535	7,034	+30.7	2,951	- 9.8
MOUNTAIN	77	14	5,572	28	1,410	2,108	1,871	1,918	1,236	1,500	7,301	+31.0	2,836	-19.4
Colorado	23	16	2,306	43	681	881	800	770	549	671	3,137	+36.0	1,220	-21.9
Montana	11	19	614	32	185	198	176	179	100	155	678	+ 9.4	255	-60.8
Utah	21	28	1,695	40	397	745	617	670	391	550	2,429	+28.8	941	-17.6
PACIFIC	210	14	26,196	35	7,865	8,951	8,849	9,600	6,533	7,199	36,265	+38.4	13,732	-18.3
California	145	14	20,918	36	6,541	7,016	7,380	7,707	5,388	5,828	29,184	+39.5	11,230	-17.9
Oregon	17	9	832	13	218	339	297	280	218	257	1,188	+35.6	475	-13.8
Washington	48	20	4,446	41	1,118	1,596	1,632	1,613	987	1,140	5,953	+33.9	2,127	-21.8
Cities of more than 500,000 Population														
Baltimore	17	15	1,150	14	277	475	392	516	232	310	1,660	+44.3	542	-27.9
Buffalo	8	11	456	10	154	208	177	199	100	144	732	+60.5	244	-31.5
Chicago	46	14	6,397	32	1,437	2,804	2,064	2,054	1,193	1,955	9,359	+50.7	3,150	-25.5
Cleveland	16	12	2,436	23	677	1,034	851	678	418	597	3,240	+33.0	1,015	-41.3
Detroit	27	14	2,548	20	722	895	685	708	362	415	3,010	+17.5	777	-51.9
Los Angeles	29	12	10,486	50	3,388	3,636	4,804	4,051	2,845	3,033	15,449	+47.3	5,878	-18.0
Milwaukee	19	24	1,348	27	375	511	404	411	259	307	1,701	+26.8	615	-30.6
New York	91	12	7,589	16	1,854	2,116	2,135	2,914	1,627	1,781	9,019	+15.2	3,408	-14.2
Philadelphia	31	11	1,400	14	359	472	432	544	294	360	1,807	+29.1	654	-21.3
San Francisco	17	19	4,043	46	1,109	1,218	1,319	1,307	845	938	4,953	+22.5	1,777	-23.6

* *States and cities with less than five stores reporting or with a sample of less than ten percent of 1935 sales are not shown separately. Data for such States are included in the totals of their respective geographic divisions.*

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

FURNITURE STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,025	1,892	133	$6,281,049	$7,046,033	$7,168,703	$6,257,433	$6,205,587	$6,533,320	$26,753,218	+34.5	$12,739,147	- 4.4
Independents	1,940	1,807	133	5,675,446	6,320,233	6,412,671	7,470,364	5,623,784	5,871,047	25,879,314	+35.5	11,494,831	- 4.2
Chains	85	85	--	605,603	725,800	756,032	787,069	581,803	662,273	2,873,904	+28.8	1,244,316	- 6.5
NEW ENGLAND	162	152	10	408,767	446,234	448,587	557,594	374,020	393,937	1,855,182	+25.6	767,957	- 9.5
Connecticut	38	33	5	141,851	157,093	158,059	214,087	123,163	134,463	671,060	+56.2	247,666	-19.2
Massachusetts	61	57	4	186,159	203,330	208,995	228,999	180,415	192,752	831,856	+30.1	376,167	- 3.8
Vermont	6	6	--	10,230	11,930	11,827	19,434	9,696	6,865	53,421	-16.5	16,561	-25.3
MIDDLE ATLANTIC	444	418	26	1,313,801	1,473,834	1,492,806	1,782,431	1,323,203	1,411,640	6,062,872	+30.7	2,734,843	- 1.9
New Jersey	53	50	3	137,264	153,833	154,228	201,144	139,697	146,512	648,269	+32.8	286,139	- 2.4
New York	201	191	10	680,914	743,604	749,444	878,488	688,850	736,868	3,052,450	+24.1	1,425,148	0.0
Pennsylvania	190	177	13	495,623	574,397	589,134	702,799	495,316	528,240	2,361,833	+42.8	1,023,556	- 4.3
EAST NORTH CENTRAL	491	454	37	1,410,388	1,665,648	1,604,681	1,845,310	1,332,192	1,402,412	6,527,167	+35.1	2,734,604	-11.1
Illinois	121	113	8	369,380	434,376	415,271	466,828	361,423	381,081	1,709,088	+32.2	742,504	- 7.6
Indiana	76	67	9	236,457	288,339	267,611	290,063	222,764	243,432	1,082,490	+39.8	466,196	-11.8
Michigan	97	90	7	288,575	331,070	319,830	371,873	266,917	280,620	931,348	+37.0	549,337	-20.8
Ohio	117	112	5	425,111	478,705	496,603	539,300	397,959	412,309	1,929,719	+42.2	810,868	-10.4
Wisconsin	90	82	8	190,925	213,259	205,306	259,032	181,329	184,970	866,522	+34.2	366,299	- 9.4
WEST NORTH CENTRAL	203	184	19	420,834	459,267	473,952	536,259	436,960	480,332	1,902,022	+28.1	917,292	+ 3.0
Iowa	49	41	8	52,001	59,132	60,146	69,863	56,601	59,091	239,130	+18.1	111,692	+ 0.5
Kansas	43	42	1	41,909	46,662	46,287	53,796	42,530	47,129	186,656	-31.0	89,659	+ 1.2
Minnesota	34	33	1	98,141	107,754	107,225	130,112	109,115	120,928	443,292	+21.2	230,043	+11.7
Nebraska	20	17	3	138,329	159,465	164,917	177,779	136,645	157,828	640,508	+49.3	296,472	- 0.5
SOUTH ATLANTIC	218	203	9	566,523	642,530	726,488	793,845	564,894	655,700	2,731,394	+30.7	1,439,994	+ 2.4
Delaware	6	5	1	9,945	9,531	9,999	14,337	9,315	10,276	43,818	+15.4	19,591	+ 0.6
Florida	34	33	1	79,186	86,736	94,979	116,183	69,304	96,173	364,283	+39.8	161,477	+ 8.2
Maryland	26	22	4	72,000	83,627	87,302	103,543	75,420	77,751	346,472	+32.2	153,171	- 1.6
North Carolina	42	41	1	79,287	85,846	84,102	104,396	83,818	84,367	355,633	+ 8.0	168,185	+ 1.8
Virginia	37	35	2	83,442	90,290	92,136	112,827	84,454	95,276	415,669	+27.5	179,722	+ 0.5
West Virginia	19	17	--	146,770	179,060	245,596	225,329	149,069	196,086	796,755	+56.4	345,158	+ 5.9
EAST SOUTH CENTRAL	93	91	2	174,332	194,252	198,147	227,477	179,257	185,300	786,208	+36.1	364,557	- 1.1
Alabama	26	26	--	79,540	87,776	89,428	103,530	79,714	81,810	363,082	+46.1	163,524	- 3.8
Mississippi	13	13	--	17,813	19,376	19,978	21,413	19,276	19,992	78,580	+57.1	39,868	+ 5.6
WEST SOUTH CENTRAL	133	127	6	372,574	418,368	402,968	495,841	369,495	407,040	1,683,751	+41.6	796,535	+ 1.5
Arkansas	11	11	--	15,372	15,976	15,404	23,653	16,041	17,821	70,407	+18.3	33,862	+14.4
Louisiana	14	13	1	68,456	76,580	76,210	108,803	71,861	74,411	331,269	+31.7	147,672	- 1.9
Oklahoma	23	20	3	43,366	45,261	45,048	53,265	47,987	51,856	186,940	+21.6	99,843	+12.7
Texas	85	83	2	245,380	274,609	264,306	310,120	233,606	260,952	1,094,415	+44.5	513,158	- 1.3
MOUNTAIN	77	74	3	203,289	232,017	247,758	312,147	217,305	224,702	1,015,205	+37.1	442,007	- 2.9
Colorado	23	23	--	105,875	134,655	132,063	138,363	113,358	114,565	515,955	+46.3	229,923	- 4.4
Montana	11	10	1	15,095	16,559	15,851	19,326	15,001	16,202	66,631	-12.9	31,203	- 1.4
Utah	21	21	--	56,722	73,695	73,026	122,093	62,301	66,006	328,336	+29.3	130,309	- 1.6
PACIFIC	210	189	21	1,414,541	1,489,175	1,580,388	1,703,319	1,369,401	1,372,257	6,187,417	+42.1	2,741,458	- 5.6
California	145	132	13	1,153,724	1,198,034	1,277,782	1,315,918	1,112,010	1,100,014	4,929,458	+42.8	2,212,024	- 5.7
Washington	48	42	6	230,021	262,742	266,474	341,672	225,532	240,687	1,100,929	+49.2	466,219	- 5.4
Cities of more than 500,000 Population													
Baltimore	19	14	3	55,565	64,658	66,931	83,950	57,802	60,714	271,184	+37.3	118,516	- 1.4
Buffalo	8	8	--	31,145	46,242	39,512	51,775	29,623	34,819	160,674	+69.1	64,442	-10.7
Chicago	46	46	--	273,637	324,749	310,171	345,677	269,373	288,026	1,252,234	+18.1	551,403	- 7.9
Cleveland	16	16	--	145,603	155,280	157,850	182,504	121,576	125,030	541,177	+51.5	246,606	-18.0
Detroit	27	25	2	96,765	136,167	104,013	137,704	77,449	77,404	474,669	+29.9	154,853	-33.5
Los Angeles	29	24	5	641,237	654,186	710,869	660,774	591,471	571,056	2,689,086	+46.0	1,162,529	-10.4
Milwaukee	19	19	--	89,363	96,648	91,567	103,941	76,013	73,476	361,519	+44.0	149,488	-19.6
New York	91	91	--	326,948	331,506	334,897	400,875	328,788	345,352	1,394,126	+13.4	672,140	+ 2.1
Philadelphia	31	27	4	69,930	74,686	74,401	94,204	69,396	71,961	315,301	+32.5	141,357	- 2.3
San Francisco	17	16	1	226,928	234,489	242,156	275,973	225,715	233,122	979,576	+26.3	458,837	- 0.6

* *States and cities with less than five stores reporting or with a sample of less than ten percent of 1935 sales are not shown separately. Pay roll not shown for Oregon because of inadequate sample. Data for states omitted are included in the totals of their respective geographic divisions.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

FURRIERS AND FUR SHOPS

Nearly 300 furriers and fur shops throughout the country, with aggregate sales in 1937 of $20,559,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 21.9 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 18.8 percent and the second quarter a loss of 27.6 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 29.9 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Furriers and Fur Shops		
	Stores	Sales	Change from Preceding Period
1929 Census	2,280	$106,862,000	--
1933 Census	1,502	41,617,000	-61.1%
1935 Census	1,535	59,897,000	+43.9%
Identical stores included in this Survey:			
Year 1935	287	15,821,000	--
Year 1937	287	20,559,000	+29.9%
First Half 1937	287	7,066,000	--
First Half 1938	287	5,517,000	-21.9%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 22.2 percent; second quarter, 12.2 percent; third quarter, 24.6 percent; fourth quarter, 41.0 percent. All geographic divisions show sales increases from 1935 to 1937. No reports were received for this Survey from any of the States in the West South Central Division. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 2.7 percent for the South Atlantic and East South Central Divisions combined to 25.4 percent for the Mountain and Pacific Divisions combined. Included among the 287 identical stores are 25 identical units of chains. Sales of these identical chain units totalled $2,653,000 in 1937, an increase of 28.5 percent over their sales in 1935.

Pay Roll

Of the 287 stores included in the Survey, 9 reported no paid employees. The remaining 278 reported pay roll, exclusive of the services of proprietors, to the amount of $3,860,000 for 1937, representing an increase of 27.9 percent over their pay roll for 1935. They reported a total pay roll of $1,552,000 for the first half of 1938, a decrease of 5.0 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+29.9	+27.9
First half 1938 compared with first half 1937	-21.9	- 5.0

Size of Semple

The stores included in this Survey constitute a sample of 26 percent in sales and 19 percent in number of all furriers and fur shops shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	1,535	1,466	69	$59,897	$53,970	$5,927
1937 Survey	287	262	25	15,821	13,756	2,065
Percent Sample	19%	18%	36%	26%	25%	35%

The classification "Furriers and Fur Shops" represents, for Census purposes, shops selling ready-made fur coats, scarfs, fur-trimmed cloth coats, and other apparel usually handled by furriers. Manufacturing furriers and establishments engaged primarily in repairs and storage of furs are not included in the Retail Distribution Census. Attached are tables showing sales and pay roll for each quarter by geographic divisions. Because of the small number of chain units included in this Survey, separate figures for independents and chains can be shown only in United States totals.

Scope of Survey

The data contained in this report represent 287 stores for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail furrier trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business nedessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

FURRIERS AND FUR SHOPS

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	287	19	$15,881	25	$4,559	$2,507	$5,053	$6,440	$3,701	$1,816	$20,559	+29.9	$5,517	-21.9
Independents	262	18	13,756	25	3,985	2,323	4,309	7,289	3,222	1,693	17,906	+30.2	4,915	-22.1
Chains	25	36	2,065	35	574	184	744	1,151	479	123	2,653	+28.5	602	-20.6
New England	29	16	1,347	17	348	143	327	770	293	106	1,588	+17.9	399	-18.7
Middle Atlantic	92	17	4,959	25	1,436	794	1,237	2,705	1,169	547	6,172	+24.5	1,716	-23.1
East North Central	81	24	4,940	36	1,540	917	1,813	2,709	1,235	688	6,979	+41.3	1,963	-24.2
West North Central	26	21	1,509	33	403	189	515	892	338	141	1,999	+32.5	479	-19.1
South Atlantic and East South Central	15	16	1,041	30	248	161	369	432	258	140	1,210	+16.2	398	- 2.7
Mountain and Pacific	44	19	2,025	23	564	303	792	932	408	254	2,611	+28.9	662	-25.4

FURRIERS AND FUR SHOPS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Payroll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First-Half 1937
UNITED STATES	287	278	9	$791,605	$840,916	$965,559	$1,262,088	$771,753	$779,880	$3,860,108	+27.9	$1,551,633	-5.0
Independents	262	253	9	724,212	763,035	875,684	1,162,415	704,655	705,647	3,525,146	+28.6	1,411,302	-5.8
Chains	25	25	--	67,393	77,881	89,875	99,613	67,098	73,233	333,962	+20.9	140,331	-2.9
New England	29	28	1	47,422	51,882	65,494	83,923	46,974	60,320	258,121	+13.8	107,294	-1.3
Middle Atlantic	92	87	5	270,308	279,558	295,981	401,464	251,837	241,512	1,247,315	+22.4	503,349	-8.5
East North Central	81	79	2	245,677	267,884	312,667	415,510	241,768	253,668	1,242,736	+34.5	495,450	-3.5
West North Central	26	26	--	89,063	91,851	104,252	131,629	83,472	92,042	416,795	+37.6	175,514	-3.0
South Atlantic and East South Central	15	14	1	42,747	44,875	50,381	80,594	47,745	47,512	218,597	+ 9.9	95,256	-8.7
Mountain and Pacific	44	44	--	96,388	95,468	136,784	147,968	89,956	84,812	476,542	+37.8	174,758	-8.9

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

GARAGES

More than 2,000 repair garages throughout the country, with aggregate receipts in 1937 of $38,381,000, reported to the Bureau of the Census that their receipts during the first half of 1938 were off 7.1 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 3.6 percent and the second quarter a loss of 10.1 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 receipts represent an increase of 26.1 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Garages		Change from
	Number	Receipts	Preceding Period
1933 Census	86,454	$519,827,000	--
1935 Census	66,243	370,064,000	-28.8%
Identical establishments included in this Survey:			
Year 1935	2,038	30,438,000	--
Year 1937	2,038	38,381,000	+26.1%
First Half 1937	2,038	18,386,000	--
First Half 1938	2,038	17,088,000	- 7.1%

Receipts

The total receipts for 1937 were distributed by quarters as follows: First quarter, 22.1 percent; second quarter, 25.8 percent; third quarter, 27.0 percent; fourth quarter, 25.1 percent. All geographic divisions and all States, with the exception of Idaho, Nebraska and Wyoming, show increases in receipts from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows an increase of 6.5 percent for the West South Central Division, with decreases for the remaining divisions, ranging from 1.6 percent for the East South Central Division to 18.4 percent for the Mountain Division.

Pay Roll

Of the 2,038 establishments included in the Survey, 249 reported no paid employees. The remaining 1,789 establishments reported pay roll, exclusive of the services of proprietors, to the amount of $7,100,000 for 1937, representing an increase of 24.4 percent over their pay roll for 1935. They reported a total pay roll of $3,350,000 for the first half of 1938, a decrease of 1.0 percent as compared with the same period of 1937. A summary comparison of pay roll and receipts follows:

	Percent Change	
	Receipts	Pay Roll
Year 1937 compared with 1935	+26.1	+24.4
First half 1938 compared with first half 1937	- 7.1	- 1.0

Size of Sample

The establishments included in this Survey constitute a sample of eight percent in receipts and three percent in number of all repair garages shown in the 1935 Census. A summary follows:

	Establishments	Receipts in 1935
1935 Census	66,243	$370,064,000
1937 Survey	2,038	30,438,000
Percent Sample	3%	8%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample: Establishments %	Size of Sample: Receipts %	City	Size of Sample: Establishments %	Size of Sample: Receipts %
Baltimore	3	9	Milwaukee	3	7
Boston	2	2	New York	4	8
Buffalo	3	10	Philadelphia	2	4
Chicago	5	12	Pittsburgh	2	5
Cleveland	4	12	San Francisco	11	15
Detroit	4	7	St. Louis	3	7
Los Angeles	5	14			

The classification "Garages", for Census purposes, represents repair garages only. Parking and storage garages, body-fender-paint shops and radiator repair shops are not included in this classification. Attached are tables showing receipts and pay roll for each quarter by geographic divisions, States and principal cities. Separate figures are not shown in the tables for States and cities with less than five establishments reporting, or for which the sample represents less than five percent of the 1935 receipts. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 2,038 garages, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by repair garages, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of establishments included in the 1935 Census of Business. Establishments with 1935 receipts of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some establishments failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the establishments included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

GARAGES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)				YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,038	3	$30,438	8	$8,479	$9,907	$10,363	$9,642	$8,178	$8,910	$36,361	+26.1	$17,088	- 7.1
NEW ENGLAND	181	4	3,163	(1)	791	1,017	1,059	932	773	995	3,799	+20.1	1,668	- 7.7
Connecticut	44	5	767	12	187	241	267	251	186	216	896	+20.7	404	- 5.6
Maine	32	4	653	11	141	177	206	176	141	174	708	+ 7.5	315	- 0.9
Massachusetts	65	3	1,130	6	305	373	349	329	295	317	1,256	+20.0	612	- 9.7
New Hampshire	12	3	162	6	35	44	51	44	32	39	174	+ 7.4	71	-10.1
Rhode Island	7	2	134	7	38	44	52	45	39	43	180	+34.3	82	0.0
Vermont	21	6	317	(1)	85	138	132	106	78	106	461	+45.4	184	-17.5
MIDDLE ATLANTIC	442	4	7,043	8	1,794	2,152	2,283	2,093	1,765	1,987	8,328	+18.2	3,752	- 4.9
New Jersey	72	3	1,258	9	288	346	392	340	298	344	1,366	+ 8.6	642	+ 1.3
New York	242	4	3,957	9	986	1,217	1,282	1,186	1,009	1,144	4,671	+18.0	2,153	- 2.3
Pennsylvania	128	3	1,827	7	520	589	609	567	458	499	2,285	+25.1	957	-13.7
EAST NORTH CENTRAL	454	3	6,899	9	1,896	2,171	2,283	2,148	1,755	1,837	8,438	+34.0	3,592	-11.7
Illinois	156	5	2,352	11	752	895	859	897	740	744	3,273	+39.2	1,484	- 7.5
Indiana	57	3	755	8	225	252	254	229	197	216	948	+25.2	413	-14.4
Michigan	64	4	976	9	266	317	340	304	234	262	1,227	+25.7	496	-13.6
Ohio	97	2	1,504	9	345	496	529	540	401	405	2,030	+34.9	806	-15.2
Wisconsin	56	3	712	7	198	251	261	240	181	209	950	+33.4	389	-13.4
WEST NORTH CENTRAL	244	2	3,823	(1)	814	973	1,011	963	781	894	3,761	+16.3	1,675	- 6.3
Iowa	55	2	697	7	178	208	216	215	169	186	811	+16.0	355	- 6.8
Kansas	32	2	421	6	110	134	146	122	107	126	518	+23.1	233	- 4.5
Minnesota	43	2	509	5	163	202	194	200	152	185	739	+24.6	337	- 7.7
Missouri	61	3	904	8	243	269	291	270	234	262	1,066	+17.9	496	- 3.1
North Dakota	16	3	196	(1)	36	56	68	48	35	44	208	+ 6.1	79	-14.1
South Dakota	17	3	193	6	48	54	55	56	43	45	213	+10.4	86	-15.7
SOUTH ATLANTIC	125	2	1,845	(1)	602	651	643	648	579	604	2,544	+37.9	1,183	- 5.6
Florida	18	2	283	9	129	113	104	113	127	105	457	+61.5	232	- 3.3
Maryland	27	3	420	6	115	132	136	130	108	121	515	+22.6	229	- 7.3
North Carolina	9	1	143	5	61	66	62	70	53	54	229	+61.1	107	0.0
Virginia	31	3	497	11	138	161	157	165	132	154	621	+24.9	286	- 4.3
West Virginia	25	4	243	9	66	90	90	86	75	61	352	+44.9	156	-11.4
EAST SOUTH CENTRAL	41	1	736	5	232	266	275	259	251	239	1,032	+40.2	490	- 1.6
Alabama	10	1	139	5	56	59	65	63	76	72	243	+74.8	148	+25.7
Kentucky	19	2	340	6	95	108	113	107	88	93	423	+24.4	181	-10.8
WEST SOUTH CENTRAL	87	1	1,180	5	352	399	420	421	393	407	1,592	+34.9	800	+ 6.8
Arkansas	9	1	120	6	31	32	35	40	34	34	136	+15.0	68	+ 9.7
Texas	59	2	822	5	245	271	294	283	269	280	1,093	+33.0	549	+ 6.4
MOUNTAIN	91	4	1,511	(1)	402	497	531	458	344	390	1,688	+25.0	734	-19.4
Arizona	10	4	144	7	34	40	45	38	31	29	179	+10.4	60	-21.1
Colorado	28	4	441	10	122	160	178	151	101	114	611	+38.5	215	-25.8
Idaho	12	4	147	(1)	24	39	43	36	24	37	142	- 3.4	61	- 5.8
Montana	10	2	198	3	54	62	73	63	43	53	232	+31.3	96	-17.8
New Mexico	7	3	109	(1)	75	82	68	61	56	51	286	+36.8	107	-31.6
Utah	14	5	272	(1)	69	89	90	81	64	90	325	+21.0	141	- 8.9
Wyoming	7	4	62	5	12	13	20	15	13	13	60	- 3.8	36	+ 4.0
PACIFIC	373	5	5,429	12	1,596	1,781	1,908	1,720	1,537	1,637	7,006	+29.0	3,174	- 5.6
California	299	5	4,016	13	1,204	1,304	1,375	1,272	1,172	1,220	5,116	+28.4	2,392	- 3.0
Oregon	44	5	650	10	173	215	243	191	166	178	682	+26.5	344	-11.3
Washington	60	5	763	10	219	262	289	257	199	219	1,087	+34.6	438	-15.1
Cities of more than 500,000 Population														
Baltimore	12	3	248	9	71	80	80	77	68	74	308	+24.2	142	- 6.0
Buffalo	6	3	121	10	42	51	57	50	46	44	200	+65.3	90	- 3.2
Chicago	50	5	917	12	265	302	299	298	274	287	1,164	+26.9	561	- 1.1
Cleveland	17	4	215	12	66	70	70	69	61	58	275	+27.9	119	-12.5
Detroit	15	4	195	7	52	65	65	57	57	55	255	+30.8	114	-11.6
Los Angeles	56	5	995	14	323	327	337	328	323	309	1,309	+31.6	632	- 2.8
Milwaukee	8	3	110	7	29	37	34	33	29	29	133	+20.9	58	-12.1
New York	91	4	1,562	6	426	493	457	461	420	459	1,827	+17.0	879	+ 3.3
San Francisco	56	11	979	15	173	184	204	188	178	184	749	+29.4	362	+ 1.4
St. Louis	10	3	175	7	44	49	49	48	41	43	190	+ 8.6	84	- 9.7

(1) Data not available.

* *States and cities with less than five stores reporting or with a sample of less than five percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

GARAGES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,038	1,789	249	$1,624,128	$1,761,156	$1,826,174	$1,888,294	$1,665,137	$1,684,276	$7,099,752	+24.4	$3,350,413	- 1.0
NEW ENGLAND	181	166	15	155,449	170,294	173,706	181,476	158,481	167,294	690,925	+21.1	326,075	+ 0.1
Connecticut	44	40	4	32,880	35,880	37,591	40,534	34,393	36,954	146,055	+23.2	70,347	+ 3.6
Maine	32	28	4	30,415	34,015	35,941	36,410	30,046	33,746	136,679	+27.7	63,792	- 1.0
Massachusetts	65	58	3	63,563	67,935	68,985	70,451	65,084	67,214	268,673	+14.8	132,298	+ 0.6
New Hampshire	18	10	2	5,788	5,503	6,292	6,741	5,983	6,128	24,254	+ 8.2	12,010	+ 6.9
Rhode Island	7	6	1	8,904	9,997	9,350	10,797	8,939	8,501	39,038	+36.9	17,440	- 7.7
Vermont	21	20	1	14,568	17,964	17,907	16,543	14,197	16,051	66,216	+27.9	30,248	- 5.1
MIDDLE ATLANTIC	442	373	69	388,756	355,213	366,681	375,709	340,079	347,465	1,425,497	+17.5	687,544	+ 0.5
New Jersey	78	63	9	54,957	61,535	66,099	64,392	61,038	61,231	247,083	+16.0	122,269	+ 4.9
New York	242	208	34	198,411	215,040	218,698	224,490	200,516	211,156	856,582	+17.2	411,672	- 0.4
Pennsylvania	122	102	26	75,388	78,638	82,084	86,955	78,525	75,078	321,832	+19.2	153,603	- 0.2
EAST NORTH CENTRAL	454	397	57	353,537	398,883	414,845	437,325	381,182	383,152	1,614,490	+33.4	764,334	+ 0.3
Illinois	156	146	12	148,693	161,780	167,981	176,211	151,466	156,917	654,649	+37.4	308,383	+ 2.8
Indiana	59	50	7	44,325	46,226	45,493	48,463	44,056	44,671	185,507	+39.0	88,727	- 2.0
Michigan	86	67	19	45,156	49,534	52,591	51,916	46,976	45,379	197,897	+29.0	92,355	- 0.4
Ohio	97	88	9	99,234	109,887	115,454	127,530	101,245	98,941	452,415	+34.4	200,896	+ 4.4
Wisconsin	56	46	10	27,829	31,656	31,826	33,475	27,339	27,244	124,822	+55.6	54,583	- 8.3
WEST NORTH CENTRAL	244	211	33	144,809	156,259	160,303	163,647	147,217	147,544	624,418	+10.5	294,761	- 1.9
Iowa	55	51	4	31,578	34,559	35,877	34,119	30,598	31,097	134,060	+15.1	61,695	- 0.7
Kansas	52	26	6	17,965	18,733	21,434	22,918	18,432	17,681	81,044	+20.8	36,113	- 1.5
Minnesota	43	36	7	24,341	27,336	27,671	28,519	25,888	26,240	107,867	+14.4	52,128	+ 0.9
Missouri	61	55	6	39,889	39,521	41,241	42,232	38,072	37,511	158,977	+ 5.0	75,583	- 0.1
North Dakota	16	14	2	3,388	4,217	4,134	3,958	3,228	4,385	13,697	+ 2.3	8,213	+ 8.0
South Dakota	17	15	2	6,115	6,652	6,146	6,145	6,087	5,532	25,056	+ 8.1	11,919	- 6.6
SOUTH ATLANTIC	185	116	9	122,975	138,464	134,944	141,171	127,176	131,278	531,554	+29.1	258,454	+ 1.2
Florida	18	17	1	21,189	20,753	19,625	20,141	20,559	19,947	81,226	+23.1	40,506	- 3.7
Maryland	29	26	1	24,845	26,125	26,526	29,039	24,866	23,903	103,535	+ 7.7	50,769	- 0.4
North Carolina	9	9	--	16,288	18,183	17,997	20,135	18,000	19,042	73,893	+55.4	37,342	+ 6.5
Virginia	31	30	1	27,348	29,325	29,595	32,277	26,995	28,507	118,537	+34.6	55,502	- 2.1
West Virginia	28	20	5	18,854	20,880	22,926	22,176	21,183	21,427	84,756	+54.2	42,610	+ 7.5
EAST SOUTH CENTRAL	41	38	3	49,016	55,009	54,362	58,869	50,406	51,273	217,856	+25.0	101,679	- 2.3
Alabama	10	9	1	8,616	8,807	9,092	9,923	9,888	10,007	36,438	+45.2	19,895	+13.8
Kentucky	19	18	1	21,807	25,214	23,869	27,635	22,098	22,087	98,525	+18.7	44,185	- 6.0
WEST SOUTH CENTRAL	87	81	6	66,599	71,914	75,539	80,819	73,370	77,894	296,871	+22.8	150,664	+ 7.2
Arkansas	9	8	1	7,740	7,861	8,122	7,971	7,597	8,079	31,594	- 0.3	15,646	+ 0.3
Texas	59	57	2	48,086	50,507	53,826	57,255	51,862	54,913	209,604	+37.0	106,775	+ 8.4
MOUNTAIN	91	78	13	73,050	72,308	73,732	76,661	65,993	64,082	308,751	+21.0	130,075	-14.6
Arizona	10	10	--	9,547	10,469	10,175	9,955	7,928	7,101	39,946	+23.8	14,959	-25.4
Colorado	28	24	4	16,950	18,803	20,170	19,436	17,644	16,696	75,389	+27.6	34,340	+ 4.0
Idaho	12	9	3	3,110	3,771	3,582	3,256	3,088	3,140	13,819	-12.5	6,168	-10.4
Montana	10	10	--	11,675	12,004	12,231	12,451	9,298	9,125	49,061	+23.4	18,423	-21.9
New Mexico	7	7	--	14,429	16,893	14,925	14,374	12,178	11,470	60,587	+30.8	23,648	-24.5
Utah	14	14	--	14,283	14,378	14,718	14,390	13,184	15,770	57,769	+ 3.4	26,954	- 6.0
Wyoming	7	3	4	2,089	1,995	2,127	1,997	1,723	1,744	8,068	- 6.8	3,469	-12.9
PACIFIC	373	329	44	318,537	341,918	366,822	372,119	322,233	314,294	1,398,990	+30.2	636,887	- 3.6
California	269	243	26	247,500	268,911	282,841	282,928	252,213	253,589	1,076,314	+29.1	506,502	- 0.9
Oregon	44	39	5	25,581	26,911	28,560	27,977	24,853	14,002	109,049	+24.4	38,855	-27.2
Washington	60	47	13	45,456	52,190	55,701	61,380	45,167	47,303	214,727	+45.9	95,090	- 4.7
Cities of more than 500,000 Population													
Baltimore	18	12	--	17,234	18,158	18,739	19,726	17,427	18,378	73,957	+13.5	35,805	+ 0.9
Buffalo	6	6	--	11,874	13,124	14,137	15,541	12,469	12,811	54,676	+55.2	25,300	+ 1.2
Chicago	80	49	1	70,622	80,098	82,868	85,763	79,929	82,812	318,901	+23.2	161,741	+ 7.3
Cleveland	17	17	--	16,809	18,699	19,601	22,993	18,089	17,108	78,102	+31.8	35,197	- 0.9
Detroit	15	13	2	14,463	15,930	16,463	16,907	14,630	13,990	63,763	+33.2	28,620	- 5.8
Los Angeles	56	54	2	81,915	86,932	93,058	91,551	86,548	82,401	353,456	+25.6	168,949	+ 0.1
Milwaukee	8	8	--	7,504	8,889	9,046	8,972	7,193	7,792	34,411	+49.5	14,985	- 8.6
New York	91	87	4	95,180	100,110	98,202	102,205	93,127	98,317	395,637	+20.5	191,444	- 1.9
San Francisco	36	33	3	41,189	44,700	45,274	47,866	45,084	46,906	180,029	+27.1	91,990	+ 7.1
St. Louis	10	10	--	16,584	17,610	18,948	18,873	15,089	15,354	71,355	+ 9.8	30,443	-10.8

* *States and cities with less than five stores reporting or with a sample of less than five percent of the 1935 sales are not shown separately. Data for such states are included in their respective geographic division totals.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

GENERAL STORES

More than 6,000 general stores throughout the country, with aggregate sales in 1937 of $175,188,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 11.2 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 9.8 percent and the second quarter a loss of 12.4 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 13.9 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

The classification "General Stores" represents, for Census purposes, general merchandise stores which also sell a substantial proportion of foods. They are located typically but not exclusively in the smaller communities. In rural communities this type ordinarily is known as a Country General Store or simply as a General Store and in urban communities ordinarily as a General Merchandise Store selling foods.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 22.2 percent; second quarter, 25.9 percent; third quarter, 26.1 percent; fourth quarter, 25.8 percent. All geographic divisions show sales increases from 1935 to 1937, with three States (Nevada, Rhode Island and South Dakota) showing decreases for the same period. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from 8.8 percent for the New England Division to 13.5 percent for the South Atlantic Division.

Pay Roll

Of the 6,058 stores included in the Survey, 1,989 reported no paid employees. The remaining 4,069 stores reported pay roll, exclusive of the services of proprietors, to the amount of $10,080,000 for 1937, representing an increase of 12.4 percent over their pay roll for 1935. They reported a total pay roll of $4,850,000 for the first half of 1938, an increase of 1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+13.9	+12.4
First half 1938 compared with first half 1937	-11.2	+ 1.0

Size of Sample

The stores included in this Survey constitute a sample of 14 percent in sales and nine percent in number of all general stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	66,701	$1,110,403,000
1937 Survey	6,058	153,874,000
Percent Sample	9%	14%

Attached are tables showing sales and pay roll for each quarter by geographic divisions and States. Separate figures are not shown in the tables for States with less than 15 stores reporting. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report represent 6,058 general stores, for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by all general stores, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions and States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

GENERAL STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS AND STATES.

DIVISION AND STATE*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	6,058	9	$153,874	14	$38,867	$45,451	$45,675	$45,195	$35,088	$39,829	$175,188	+15.9	$74,897	-11.2
NEW ENGLAND	261	15	5,948	19	1,569	1,669	1,900	1,565	1,282	1,509	6,505	+ 9.3	2,771	- 8.8
Connecticut	88	13	657	19	150	158	199	175	139	165	716	+ 9.0	304	-11.1
Maine	101	16	2,256	21	549	664	726	613	485	600	2,552	+14.1	1,085	-10.6
Massachusetts	32	9	707	14	157	198	217	178	147	171	740	+ 4.7	318	- 7.8
New Hampshire	43	20	909	22	206	248	218	259	198	223	1,011	+11.2	421	- 6.8
Vermont	56	16	1,878	19	272	339	400	324	261	315	1,335	+ 4.5	574	- 6.1
MIDDLE ATLANTIC	742	15	16,013	16	3,925	4,514	4,713	4,307	3,600	4,061	17,659	+10.5	7,661	- 9.0
New Jersey	38	13	618	15	143	161	171	158	132	158	632	+ 2.3	290	- 4.3
New York	234	14	4,989	17	1,051	1,340	1,486	1,288	999	1,236	5,159	+ 3.4	2,235	- 6.5
Pennsylvania	470	15	10,406	16	2,732	3,013	3,056	2,867	2,469	2,667	11,868	+14.0	5,136	-10.5
EAST NORTH CENTRAL	1,023	7	25,875	18	5,916	7,119	7,271	6,991	5,525	6,340	27,297	+14.3	11,865	-10.5
Illinois	270	17	5,729	21	1,467	1,645	1,674	1,721	1,357	1,535	6,507	+13.4	2,892	- 7.1
Indiana	129	10	2,387	14	643	769	779	741	594	699	2,932	+22.8	1,293	- 8.4
Michigan	174	9	3,960	17	919	1,141	1,328	1,190	843	1,060	4,605	+16.3	1,903	- 8.8
Ohio	191	10	4,108	14	1,100	1,300	1,310	1,245	975	1,134	4,955	+20.6	2,109	-12.1
Wisconsin	259	16	7,681	19	1,795	2,231	2,180	2,094	1,556	1,912	8,298	+ 8.0	3,468	-13.8
WEST NORTH CENTRAL	962	11	24,915	14	5,745	6,949	7,126	6,930	5,200	6,213	26,750	+ 7.4	11,413	-10.1
Iowa	196	15	4,928	19	1,125	1,348	1,369	1,356	1,054	1,236	5,189	+ 3.9	2,290	- 7.4
Kansas	61	9	2,566	15	630	759	751	716	579	698	2,854	+11.5	1,277	- 8.8
Minnesota	252	14	7,506	16	1,778	2,109	2,269	2,227	1,606	1,943	8,359	+11.4	3,549	- 9.1
Missouri	206	7	5,995	11	1,000	1,183	1,126	1,074	887	975	4,383	+ 9.7	1,862	-17.5
Nebraska	66	8	1,682	9	353	444	439	459	334	395	1,905	+ 1.4	729	-11.9
North Dakota	101	14	2,504	16	521	659	751	699	482	609	2,630	+ 5.0	1,091	- 7.5
South Dakota	78	12	1,670	12	341	417	431	419	314	367	1,688	- 2.5	681	-12.5
SOUTH ATLANTIC	1,114	7	26,729	12	7,304	8,332	7,995	8,248	6,562	6,958	31,780	+18.9	15,520	-13.5
Florida	93	7	1,730	14	516	535	466	526	422	455	2,023	+16.9	947	- 8.1
Georgia	136	5	2,739	8	748	871	797	851	673	725	3,287	+20.1	1,598	-14.7
Maryland	93	10	1,866	14	477	581	580	577	465	543	2,215	+18.7	1,008	- 5.0
North Carolina	156	5	3,071	12	1,304	1,634	1,336	1,427	1,207	1,374	5,703	+18.5	2,581	-12.2
South Carolina	84	6	2,215	9	641	685	660	698	569	540	2,684	+21.5	1,109	-16.4
Virginia	344	8	5,715	14	1,498	1,745	1,699	1,814	1,364	1,518	6,750	+18.1	2,876	-11.2
West Virginia	240	9	7,295	13	2,083	2,272	2,331	2,327	1,783	1,775	9,015	+23.6	3,558	-18.5
EAST SOUTH CENTRAL	636	5	14,191	9	4,097	4,487	4,286	4,716	3,665	3,860	17,566	+23.9	7,525	-12.5
Alabama	169	5	3,886	7	865	1,035	931	1,068	756	850	3,900	+15.5	1,606	-12.5
Kentucky	203	4	4,279	10	1,360	1,598	1,389	1,468	1,200	1,158	5,609	+31.1	2,358	-14.5
Mississippi	117	5	3,240	12	905	1,112	958	1,076	822	940	4,049	+25.0	1,762	-13.6
Tennessee	147	4	3,384	9	965	1,039	1,008	1,116	885	959	4,128	+22.0	1,824	- 9.0
WEST SOUTH CENTRAL	650	7	17,798	11	4,550	5,195	4,982	5,147	4,164	4,503	19,874	+11.7	8,667	-11.1
Arkansas	166	6	3,995	10	1,008	1,185	1,056	1,144	902	987	4,403	+10.2	1,889	-13.9
Louisiana	136	6	4,284	12	1,160	1,318	1,166	1,438	1,099	1,193	5,172	+20.7	2,292	- 7.5
Oklahoma	80	7	1,800	8	478	529	495	496	407	438	1,990	+10.6	845	-15.6
Texas	269	10	7,719	13	1,910	2,163	2,157	2,079	1,756	1,885	8,309	+ 7.6	3,641	-10.6
MOUNTAIN	329	12	12,230	16	2,861	3,218	3,651	3,514	2,491	3,043	15,544	+10.7	5,534	-13.2
Arizona	29	15	1,011	15	268	298	297	306	246	278	1,165	+15.0	519	- 7.3
Colorado	53	11	1,419	13	357	416	451	402	313	351	1,626	+14.6	664	-14.1
Idaho	31	8	1,183	13	266	360	408	339	217	286	1,373	+16.1	503	-15.2
Montana	58	14	2,918	18	596	800	861	794	528	733	3,051	+ 4.6	1,261	- 9.7
New Mexico	74	14	2,151	20	486	605	615	593	427	491	2,293	+ 6.9	918	-15.9
Utah	40	11	1,092	15	293	309	327	272	265	279	1,299	+19.0	542	- 9.7
Wyoming	25	11	2,044	28	505	616	590	611	425	538	2,322	+13.6	963	-14.1
PACIFIC	521	17	12,176	22	3,100	3,668	3,850	3,577	2,799	3,322	14,195	+16.6	6,121	- 9.6
California	143	18	6,149	23	1,630	1,885	1,969	1,836	1,450	1,704	7,160	+16.4	3,154	- 8.7
Oregon	64	13	1,721	15	454	549	591	492	389	474	2,086	+20.5	863	-14.0
Washington	114	19	4,296	24	1,016	1,234	1,290	1,249	960	1,144	4,949	+15.2	2,104	- 8.9

*States with less than 15 stores reporting are not shown separately. Data for such States are included in the totals of their respective geographic divisions.

GENERAL STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS AND STATES.

DIVISION AND STATE *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST-HALF 1937
UNITED STATES	6,058	4,069	1,989	$2,336,679	$2,444,316	$2,545,459	$2,731,773	$2,419,983	$2,629,855	$10,060,287	+12.4	$4,849,838	+ 1.0
NEW ENGLAND	261	188	73	76,563	82,684	90,631	89,157	79,089	83,736	341,235	+ 4.4	162,825	+ 1.0
Connecticut	82	68	4	34,810	15,701	15,982	16,794	14,382	15,898	62,287	+ 7.0	30,280	+ 1.8
Maine	101	69	32	29,878	31,079	33,468	32,640	29,605	31,811	127,065	+ 7.7	61,416	+ 0.8
Massachusetts	32	22	10	10,418	10,763	11,983	12,740	10,971	11,107	45,904	+ 8.0	22,078	+ 4.2
New Hampshire	43	28	15	9,964	10,213	13,430	11,623	10,198	10,390	45,230	+ 5.8	20,588	+ 2.0
Vermont	56	40	16	12,073	12,745	13,693	13,088	11,797	12,307	51,599	+ 2.2	24,104	- 2.9
MIDDLE ATLANTIC	742	459	283	207,311	214,031	217,350	227,133	204,285	207,582	865,825	+ 2.2	411,867	- 2.2
New Jersey	33	24	9	7,450	7,489	7,954	8,189	7,355	7,960	31,099	-16.2	15,315	+ 6.7
New York	234	137	97	52,784	55,539	56,300	58,233	54,031	57,342	224,856	- 2.4	111,373	+ 2.8
Pennsylvania	475	298	177	147,077	151,006	151,096	160,711	142,899	142,280	609,890	+ 5.3	284,559	- 4.5
EAST NORTH CENTRAL	1,083	706	315	326,581	343,463	353,340	373,865	330,143	336,789	1,397,249	+ 9.7	666,932	- 0.5
Illinois	270	204	66	81,432	83,812	86,302	93,924	82,896	84,565	345,520	+ 4.7	167,457	+ 1.3
Indiana	129	62	67	34,853	36,895	36,791	39,869	36,028	37,352	146,908	+11.4	73,380	+ 3.7
Michigan	174	119	55	56,179	60,389	62,400	66,207	58,078	57,720	245,029	+12.1	115,798	- 0.6
Ohio	191	120	71	59,106	64,035	66,089	66,915	59,384	59,552	256,087	+19.3	119,936	+ 4.2
Wisconsin	259	183	76	94,969	99,334	101,758	107,720	94,761	97,590	403,795	+ 6.5	190,361	- 1.0
WEST NORTH CENTRAL	983	714	268	347,641	361,886	374,598	398,358	355,871	364,809	1,468,617	+ 5.8	720,079	+ 1.5
Iowa	196	156	40	67,375	68,989	69,513	71,974	68,346	69,791	277,651	- 0.4	137,837	+ 1.1
Kansas	81	58	23	42,480	44,541	46,128	49,009	43,866	45,323	182,258	+ 9.3	89,189	+ 2.4
Minnesota	252	182	70	107,403	113,019	118,980	127,783	110,890	111,818	459,818	+ 9.2	222,092	+ 0.8
Missouri	208	133	75	49,644	51,843	54,332	62,098	51,033	53,055	217,917	+ 8.7	104,088	+ 2.5
Nebraska	66	55	11	37,560	37,851	38,456	39,055	36,468	37,196	153,505	+ 3.2	73,684	+ 3.6
North Dakota	101	79	22	35,854	37,727	39,526	45,968	38,966	39,477	159,075	+10.3	78,443	+ 6.6
South Dakota	78	51	27	17,525	17,776	18,282	18,916	16,992	17,754	72,499	-17.6	34,746	- 1.6
SOUTH ATLANTIC	1,114	702	412	410,067	425,213	440,976	466,266	425,881	409,094	1,742,522	+19.6	834,975	0.0
Florida	53	40	13	31,126	31,512	33,118	38,697	33,597	32,707	134,627	+28.2	66,304	+ 5.7
Georgia	136	94	42	38,257	39,000	40,102	43,590	38,494	38,795	160,959	+15.0	77,289	0.0
Maryland	93	61	32	25,079	25,993	26,980	27,423	25,880	27,403	105,373	+15.6	53,283	+ 4.4
North Carolina	156	107	49	83,633	85,392	91,176	100,088	87,879	81,046	360,483	+14.6	168,925	- 4.4
South Carolina	84	64	20	36,676	37,082	38,169	39,875	36,912	33,658	151,742	+17.2	70,570	- 4.2
Virginia	344	196	148	58,504	62,463	65,947	73,723	72,880	69,523	289,523	+18.5	147,067	+ 5.6
West Virginia	240	140	100	125,741	133,388	136,209	139,447	129,920	121,439	536,795	+25.9	250,359	- 3.4
EAST SOUTH CENTRAL	636	377	259	216,175	223,326	233,477	241,380	227,145	223,806	934,360	+22.1	450,951	+ 2.6
Alabama	169	113	56	41,259	42,729	45,241	46,520	43,185	43,053	178,010	+19.7	86,238	+ 5.8
Kentucky	203	94	109	65,694	68,702	70,439	71,383	68,678	65,589	276,218	+24.9	134,267	- 0.1
Mississippi	117	82	35	57,093	58,845	64,881	64,306	62,606	63,674	265,125	+25.7	126,280	+ 8.9
Tennessee	147	88	59	52,129	53,051	52,916	57,171	52,736	51,490	215,007	+16.4	104,224	- 0.9
WEST SOUTH CENTRAL	650	452	198	270,877	278,273	290,045	334,556	285,116	285,281	1,173,751	+11.4	570,937	+ 4.0
Arkansas	166	104	62	53,869	55,067	55,803	63,587	51,100	51,186	226,326	+16.9	102,286	- 6.1
Louisiana	135	103	32	75,618	77,865	81,327	91,230	85,048	86,109	326,645	+20.6	171,157	+11.5
Oklahoma	90	53	37	22,706	22,645	22,777	24,829	24,101	24,357	92,959	+20.7	48,458	+ 6.8
Texas	259	192	77	116,684	122,695	129,538	154,920	124,873	124,163	525,821	+ 3.0	249,036	+ 3.2
MOUNTAIN	329	241	88	248,798	252,793	264,647	288,805	252,448	257,471	1,056,057	+14.6	509,920	+ 1.5
Arizona	29	25	4	18,290	20,049	21,031	22,062	22,037	23,764	81,432	+30.8	45,801	+19.5
Colorado	53	34	19	25,528	26,027	27,345	27,438	23,241	25,060	105,638	+15.1	48,301	- 5.9
Idaho	31	22	9	21,201	22,513	24,068	25,469	21,029	22,997	90,648	+21.1	44,026	+ 0.7
Montana	66	46	22	53,966	56,062	59,183	65,095	54,156	58,407	234,308	+ 5.6	112,565	+ 2.3
New Mexico	74	57	17	47,335	43,995	46,419	45,184	47,129	45,996	183,935	+11.1	91,127	- 0.2
Utah	40	32	8	21,974	23,137	23,527	26,031	24,255	25,114	97,069	+15.8	49,974	+ 5.1
Wyoming	23	19	6	51,440	53,435	54,699	69,869	53,577	50,996	229,444	+24.7	104,573	- 0.3
PACIFIC	321	234	87	252,472	261,705	280,181	292,253	260,004	261,248	1,056,611	+18.2	521,352	+ 1.4
California	143	101	42	136,761	138,243	149,996	158,869	142,501	143,250	583,696	+21.2	285,751	+ 3.9
Oregon	64	46	18	29,435	31,796	32,720	33,797	28,359	28,328	127,749	+22.1	56,741	- 7.3
Washington	114	87	27	86,276	91,660	97,465	99,587	89,144	89,716	374,967	+12.7	178,860	+ 0.5

*States with less than 15 stores reporting are not shown separately. Data for such States are included in the totals of their respective geographic divisions.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

GIFT, NOVELTY AND SOUVENIR SHOPS

More than 350 gift, novelty and souvenir shops throughout the country, with aggregate sales in 1937 of $6,560,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 6.4 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 3.6 percent and the second quarter a loss of 9.0 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 27.2 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 21.0 percent; second quarter, 21.7 percent; third quarter, 22.2 percent; fourth quarter, 35.1 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows increases of 2.0 percent, 4.5 percent and 4.4 percent, respectively, for the West North Central, East South Central and West South Central Divisions, with decreases for the remaining divisions, ranging from 2.9 percent for the East North Central Division to 13.5 percent for the Mountain Division.

Pay Roll

Of the 364 stores or shops included in the Survey, 52 reported no paid employees. The remaining 312 reported pay roll, exclusive of the services of proprietors, to the amount of $627,000 for 1937, representing an increase of 17.5 percent over their pay roll for 1935. They reported a total pay roll of $295,000 for the first half of 1938, an increase of 4.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+27.2	+17.5
First half 1938 compared with first half 1937	- 6.4	+ 4.7

Size of Sample

The stores included in this Survey constitute a sample of 16 percent in sales and seven percent in number of all gift, novelty and souvenir shops or stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	5,512	$31,502,000
1937 Survey	364	5,158,000
Percent Sample	7%	16%

Attached are tables showing sales and pay roll for each quarter by geographic divisions.

Scope of Survey

The data contained in this report were supplied by 364 retailers, who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by gift, novelty and souvenir shops, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 **RETAIL DISTRIBUTION**

GIFT, NOVELTY AND SOUVENIR SHOPS

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	364	7	$5,158	16	$1,375	$1,425	$1,454	$2,306	$1,385	$1,297	$6,560	+27.2	$2,622	- 5.4
New England	32	5	491	12	119	133	136	214	121	110	602	+22.6	231	- 8.3
Middle Atlantic	126	8	1,995	18	587	560	524	953	548	513	2,684	+31.5	1,061	- 7.5
East North Central	52	6	663	16	181	200	207	339	184	186	927	+39.8	370	- 2.9
West North Central	17	6	211	14	43	57	50	85	47	55	235	+11.4	102	+ 2.0
South Atlantic	29	6	393	16	123	94	83	155	112	86	455	+15.8	198	- 8.8
East South Central	7	5	86	13	19	25	20	43	20	26	107	+24.4	46	+ 4.5
West South Central	15	6	151	16	42	48	51	63	51	43	204	+35.1	94	+ 4.4
Mountain	13	5	153	10	30	44	75	52	25	39	201	+31.4	64	-13.5
Pacific	73	8	1,015	21	231	264	308	402	217	239	1,205	+18.7	456	- 7.9

GIFT, NOVELTY AND SOUVENIR SHOPS

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	364	312	52	$137,933	$143,445	$149,993	$196,062	$148,975	$145,594	$627,433	+17.5	$294,569	+ 4.7
New England	32	25	7	15,434	16,348	19,853	30,555	16,008	17,285	82,190	+11.3	33,293	+ 4.8
Middle Atlantic	126	111	15	54,330	55,038	55,756	69,624	57,372	56,371	234,748	+15.7	113,743	+ 4.0
East North Central	52	47	5	20,087	20,737	21,672	26,560	24,850	24,858	89,156	+31.8	49,708	+21.8
West North Central	17	13	4	4,673	5,915	5,341	7,157	4,779	5,240	23,086	+10.9	10,019	- 5.4
South Atlantic	29	22	7	11,610	11,447	9,879	13,753	11,053	9,727	46,689	+ 7.4	20,780	- 9.8
East South Central	7	7	--	2,450	2,627	2,584	4,498	2,896	3,211	12,149	+18.0	6,107	+20.3
West South Central	15	12	3	3,778	4,215	4,363	5,075	4,524	4,413	17,431	+23.7	8,937	+11.8
Mountain	13	12	1	2,602	3,770	4,683	5,460	3,170	3,662	16,515	+26.6	6,832	+ 7.2
Pacific	73	63	10	22,969	23,348	25,862	33,290	24,313	20,827	105,469	+19.9	45,140	- 2.5

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N Dak., S. Dak
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(5 pages)

Census Survey of Business: 1937-38
Retail Distribution

GROCERY CHAINS

One hundred fifty-eight grocery chain organizations, operating 33,223 stores throughout the country with aggregate sales of $1,919,320,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were within 3.3 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 3.1 percent and the second quarter a loss of 3.4 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 6.5 percent when compared with the same chains' sales of $1,801,433,000 in 34,087 stores in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Grocery Chains and Combination (Grocery-Meat) Chains		
	Stores	Sales	Change from Preceding Period
1929 Census	52,618	$2,833,979,000	--
1933 Census	49,664	2,209,000,000	-22.1%
1935 Census	48,239	2,466,588,000	+11.7%
Identical chain organizations (158) included in this Survey:			
Year 1935	34,087	1,801,433,000	--
Year 1937	33,223	1,919,320,000	+ 6.5%
First Half 1937 (158 organizations)		968,481,000	--
First Half 1938 (158 organizations)		936,585,000	- 3.3%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: first quarter, 24.9 percent; second quarter, 25.6 percent; third quarter, 24.5 percent; fourth quarter, 25.0 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from two-tenths of 1 percent for the West South Central Division to 6.4 percent for the East South Central Division.

Pay Roll

Total store pay roll (not including central-office nor warehouse pay rolls) amounted to $164,352,000 for 1937, representing an increase of 8.3 percent over the total for 1935. For the first half of 1938 a pay roll of $77,706,000 was reported, a decrease of 4.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+6.5	+8.3
First half 1938 compared with first half 1937	-3.3	-4.7

A marked trend during 1937 and 1938 from smaller stores with clerk service to a fewer number of so-called supermarkets with self-service is reflected in a decrease in pay roll in 1938 somewhat greater than the decrease in sales.

Central-office and warehouse pay rolls of 9 leading chains were 4.6 percent higher in 1937 compared with the year 1935.

Size of Sample

The stores of the 158 chains included in this Survey constitute a sample of 73 percent in sales, and 71 percent in number of all grocery and combination chain stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	48,239	$2,466,588,000
1937 Survey	34,087	1,801,433,000
Percent Sample	71%	73%

Identical Chain Units (Stores)

In chain store reporting, comparisons may be shown for identical chains as a whole regardless of changes in the number of stores, or for identical units which were operated in both periods. Tables are shown in this report for 1,967 identical units of grocery store chains and 5,426 identical units of combination store chains for which separate and comparable data are available for both 1937 and 1935. Similar tables for identical independent stores are included in a report recently issued on independent grocery and combination stores. Following is a summary of percentage changes in sales and pay roll comparing identical chain organizations, chain units and independent stores.

	Percent Change			
	Year 1935 to Year 1937		First half 1937 to first half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Grocery and Combination Stores:				
Identical chain organizations (158)	+ 6.5	+ 8.3	-3.3	-4.7
Identical chain units (7,393)	+13.1	+11.8	-2.9	+0.2
Identical independent stores (19,006)	+13.8	+ 8.9	-6.7	+1.4
Grocery Stores:				
Identical chain units (1,967)	+10.0	+ 6.5	-6.2	-0.4
Identical independent stores (7,564)	+12.1	+ 7.9	-6.1	+2.0
Combination Stores:				
Identical chain units (5,426)	+13.8	+12.8	-2.2	+0.3
Identical independent stores (11,442)	+14.6	+ 9.2	-7.0	+1.3

Tables 1 and 2 show sales and pay roll for identical chains (grocery and combination store chains combined), by quarters and by geographic divisions. Identical units of the same chains are shown in equal detail in Tables 1A and 2A.

Scope of Survey

The data contained in this report were supplied by 158 grocery and combination chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of chains in the grocery trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales tables which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail Trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

GROCERY CHAINS

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported		1935 Sales Of Units Included In 1937-38 Survey	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First-Half 1937
		1937-38 Survey	1935	(add 000)											
UNITED STATES	158	33,223	34,087	$1,801,433	73	$477,943	$490,538	$469,910	$461,029	$442,927	$473,658	$1,919,320	+ 6.5	$916,585	-3.3
New England	15	4,770	4,968	233,699	77	58,302	59,069	58,882	59,193	55,246	56,622	235,886	+ 0.7	111,868	-4.6
Middle Atlantic	43	9,440	9,552	477,536	65	122,722	125,518	115,976	122,811	119,543	121,453	487,021	+ 2.0	240,996	-2.9
East North Central	41	8,924	9,260	492,945	68	129,052	130,636	126,592	127,102	121,408	125,652	512,384	+ 3.9	247,060	-4.5
West North Central	20	1,742	1,853	106,470	69	27,331	28,915	27,714	27,904	26,571	27,586	111,661	+ 5.1	54,157	-3.7
South Atlantic	21	3,514	3,586	195,330	81	54,141	54,400	50,531	54,154	53,232	53,305	213,206	+ 9.2	106,537	-1.8
East South Central	16	1,011	1,031	51,579	59	15,121	15,840	14,295	14,864	14,497	14,490	60,180	+16.6	28,977	-6.4
West South Central	11	1,091	1,041	60,378	60	17,315	17,477	16,456	17,399	17,216	17,581	68,647	+13.7	34,737	-0.2
Mountain	9	535	522	47,490	61	13,102	14,322	15,144	14,231	13,024	13,944	56,799	+19.6	26,968	-1.7
Pacific	20	2,196	2,272	136,006	62	41,957	44,368	44,880	43,391	42,800	43,085	173,996	+27.9	85,285	-1.2

GROCERY CHAINS

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported		Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		1937-38	1935	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First-Half 1937
UNITED STATES	158	33,223	34,087	$40,005,066	$41,505,727	$41,376,956	$41,462,136	$36,983,062	$38,784,206	$164,351,878	+ 8.3	$77,706,268	- 4.7
New England	15	4,770	4,968	4,979,589	5,293,144	5,420,578	5,411,120	4,959,520	4,968,423	21,104,431	+ 3.2	9,927,943	- 3.4
Middle Atlantic	43	9,440	9,552	11,060,353	11,332,040	10,978,320	11,154,956	10,660,558	10,426,660	44,525,671	+ 4.0	21,087,218	- 5.8
East North Central	41	8,924	9,260	10,734,368	11,141,089	11,267,378	10,926,400	10,224,349	10,181,448	44,069,169	+ 7.9	20,405,797	- 6.7
West North Central	20	1,742	1,853	2,157,072	2,266,477	2,252,233	2,325,405	2,123,872	2,122,661	9,001,188	+ 5.1	4,246,533	- 4.0
South Atlantic	21	3,514	3,586	4,353,518	4,458,915	4,305,971	4,456,737	4,260,765	4,208,413	17,575,141	+13.0	8,469,198	- 3.9
East South Central	16	1,011	1,031	1,123,580	1,189,059	1,113,553	1,155,135	1,097,735	1,098,217	4,581,327	+14.0	2,195,952	- 5.0
West South Central	11	1,091	1,041	1,454,714	1,443,690	1,453,800	1,477,682	1,341,131	1,343,066	5,829,886	+20.1	2,684,197	- 7.4
Mountain	9	535	522	952,658	1,002,207	1,075,605	1,070,624	991,707	1,004,589	4,101,094	+16.8	1,996,396	+ 2.1
Pacific	20	2,196	2,272	3,189,203	3,379,166	3,511,524	3,484,078	3,322,405	3,370,729	13,563,971	+21.2	6,693,134	+ 1.9

Note: *Pay roll does not include compensation tor the personnel of central offices and warehouses.*

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

GROCERY (*without meats*) CHAINS

TABLE 1A.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN UNITS(STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Includ-ed In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	1,967	9	$82,219	10	$21,493	$22,775	$23,089	$22,598	$20,321	$21,217	$90,455	+10.0	$41,536	- 6.2
New England	86	4	2,962	4	785	795	780	768	689	693	3,128	+ 5.6	1,382	-12.5
Middle Atlantic	691	8	24,817	8	6,300	6,599	6,716	6,656	5,954	6,182	26,271	+ 5.9	12,136	- 5.9
East North Central	821	4	11,848	5	2,662	2,647	3,140	2,761	2,534	2,516	11,210	- 5.4	5,052	- 4.8
West North Central	199	21	9,084	20	2,270	2,509	2,617	2,363	2,010	2,173	9,759	+ 7.4	4,183	-12.5
South Atlantic	344	19	11,111	16	3,075	3,211	3,055	3,461	3,086	3,284	12,802	+15.2	6,370	+ 1.3
East South Central	17	3	625	3	191	206	184	184	164	185	765	+22.4	349	-12.1
West South Central	10	2	488	3	128	139	133	125	123	132	525	+ 7.6	255	- 4.5
Mountain	89	52	7,049	58	1,915	2,147	2,421	2,163	1,886	2,080	8,646	+22.7	3,966	- 2.4
Pacific	310	23	14,235	22	4,167	4,522	4,543	4,117	3,875	3,970	17,349	+21.9	7,845	- 9.7

GROCERY (*without meats*) CHAINS

TABLE 2A.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Includ-ed In 1937-38 Survey	Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	1,967	$1,546,155	$1,643,561	$1,752,380	$1,719,222	$1,565,696	$1,611,806	$6,661,248	+ 6.5	$3,176,902	- 0.4
New England	86	87,312	91,157	94,728	95,222	89,293	90,842	368,419	+13.5	180,135	+ 0.9
Middle Atlantic	691	481,805	509,230	536,644	527,031	486,567	505,158	2,054,110	- 2.2	993,739	+ 0.3
East North Central	821	192,910	195,103	237,519	205,880	189,403	187,291	831,352	- 5.4	376,694	- 2.9
West North Central	199	153,227	165,930	169,386	169,021	150,041	152,795	657,565	+ 8.9	302,836	- 5.1
South Atlantic	344	221,247	242,769	243,934	250,795	236,710	251,467	968,745	+16.9	488,177	+ 5.2
East South Central	17	11,534	12,518	13,639	19,176	11,341	13,597	56,887	+20.2	24,938	+ 3.7
West South Central	10	10,046	10,014	10,543	9,962	8,866	8,936	40,567	+13.2	17,802	-11.3
Mountain	89	115,317	123,311	137,769	131,447	116,667	124,649	507,844	+18.1	241,316	+ 1.1
Pacific	310	273,355	293,519	308,156	300,748	274,788	276,477	1,175,778	+17.0	551,265	- 2.8

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

COMBINATION STORES (*groceries and meats*) CHAINS

TABLE 1A.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN UNITS(STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	5,426	21	$366,983	23	$108,123	$105,413	$105,519	$106,798	$100,461	$108,449	$419,847	+13.8	$208,910	- 2.8
New England	1,781	44	85,807	37	22,519	23,072	23,189	24,258	22,822	23,457	93,038	+ 8.4	46,279	+ 1.5
Middle Atlantic	448	6	32,420	7	8,463	8,340	8,614	9,089	8,072	8,380	35,006	+ 8.0	16,452	- 4.9
East North Central	350	7	34,068	11	9,316	9,281	9,984	10,142	9,015	9,088	38,723	+13.7	18,043	- 5.0
West North Central	396	22	30,771	28	8,516	8,783	8,820	8,653	7,929	8,044	34,572	+12.4	15,973	- 6.6
South Atlantic	854	28	51,415	30	14,620	14,636	14,179	14,726	14,312	14,279	58,163	+15.1	28,591	- 2.3
East South Central	32	3	1,983	3	696	716	736	786	655	657	2,956	+48.1	1,312	- 7.1
West South Central	287	23	22,528	27	5,300	5,360	5,041	5,423	5,287	5,369	25,124	+11.5	12,656	- 0.0
Mountain	320	62	38,516	70	8,822	9,515	9,716	9,188	8,425	8,861	37,239	+14.5	17,886	- 5.7
Pacific	978	53	77,415	50	23,071	24,212	24,240	23,523	22,944	23,374	95,046	+22.8	46,318	- 2.0

COMBINATION STORES (*groceries and meats*) CHAINS

TABLE 2A.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey	Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	5,426	$6,245,288	$6,259,589	$6,245,357	$6,135,460	$5,455,854	$5,496,347	$24,965,692	+12.8	$10,952,181	+ 0.3
New England	1,781	1,801,356	1,976,649	2,047,630	2,130,825	1,947,199	1,981,007	7,956,460	+10.5	3,932,206	+ 4.1
Middle Atlantic	448	752,280	786,773	817,923	830,707	751,893	755,267	3,187,683	+ 6.1	1,507,150	- 2.1
East North Central	350	890,675	913,404	1,014,475	1,017,249	929,728	936,090	3,835,803	+15.6	1,865,818	+ 3.4
West North Central	396	648,447	672,975	697,531	746,866	646,208	630,489	2,765,819	+16.3	1,276,697	- 3.4
South Atlantic	854	1,109,835	1,241,147	1,198,647	1,225,847	1,201,768	1,191,619	4,855,476	+13.0	2,393,387	- 1.5
East South Central	32	48,224	50,175	53,774	70,802	51,053	51,727	222,975	+33.5	102,780	+ 4.5
West South Central	287	507,452	497,198	497,102	529,397	475,578	478,088	2,031,149	+13.6	955,666	- 5.1
Mountain	320	649,358	674,136	707,250	699,442	649,979	648,415	2,730,186	+12.0	1,298,394	- 1.9
Pacific	978	1,757,661	1,847,130	1,911,025	1,884,325	1,802,428	1,819,645	7,480,141	+15.3	3,622,073	+ 0.5

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

Immediate
Release

Preliminary report
(8 pages)

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Census Survey of Business: 1937-38
Retail Distribution

GROCERY STORES (EXCEPT CHAINS)

Nineteen thousand independent grocery stores throughout the country, 60 percent selling meats with groceries and 40 percent without meats, reported to the Bureau of the Census that their sales for the first half of 1938 were within 6.7 percent in dollar volume of their sales for the same period of 1937. For the year 1937 their sales aggregated $494,238,000 and were 13.8 percent higher than for 1935, the latest year covered by a regular Business Census.

The proportion of the year's business done during the first quarter of 1937 was 23.5 percent; second quarter, 25.4 percent; third quarter, 25.7 percent; and final quarter, 25.4 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A summary comparison with previous Census totals follows:

	Grocery and Combination (Grocery-Meat) Stores		
	Stores	Sales	Change from Preceding Period
1929 Census (except chains)	254,807	$4,518,812,000	--
1933 Census (except chains)	254,246	2,795,284,000	-38.1%
1935 Census (except chains)	306,732	3,885,832,000	+39.0%
Identical stores included in this Survey:			
Year 1935	19,006	434,391,000	--
Year 1937	19,006	494,238,000	+13.8%
First Half 1937	19,006	241,498,000	--
First Half 1938	19,006	225,269,000	- 6.7%

Grocery stores are divided in Census reports into two classifications--grocery stores without meats, and combination stores (groceries and meats). The same division has been made of the 19,006 stores reporting in this Survey. In order to make the comparisons as specific as possible, the data below are shown separately for each of the two classifications.

GROCERY STORES - WITHOUT MEATS (Except Grocery Chains)

More than 7,500 independent grocery stores (without meats) throughout the country, with aggregate sales in 1937 of $153,452,000, reported that their sales during the first half of 1938 were off 6.1 percent as compared with their sales for the same period of 1937. The first quarter of 1938 showed a loss of 5.1 percent and the second quarter a loss of 7.1 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 12.1 percent.

A comperison with previous Census totels follows:

	Grocery Stores - Without Meats		Change from Preceding Period
	Stores	Sales	
1929 Census	156,507	$1,872,877,000	--
1933 Census	138,798	991,332,000	-47.1%
1935 Census	166,106	1,360,532,000	+37.2%
Identical stores included in this Survey:			
Year 1935	7,564	136,925,000	--
Year 1937	7,564	153,452,000	+12.1%
First Half 1937	7,564	74,781,000	--
First Half 1938	7,564	70,202,000	- 6.1%

Sales

All geogrephic divisions and ell States with the exception of Kenses end Nevada, show seles increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreeses as compered with the first half of 1937, ranging from 3.3 percent for the Pacific Division to 9.1 percent for the Mountain Division.

Pey Roll

Of the 7,564 grocery stores included in the Survey, 4,200 reported no paid employees. The remeining 3,364 stores reported pay roll, exclusive of the services of proprietors, to the amount of $6,214,000 for 1937, representing an increese of 7.9 percent over the total for 1935, end $3,054,000 for the first helf of 1938, an increese of 2.0 percent es compered with the same period of 1937. A summary comparison of pey roll and sales follows:

	Percent Chenge	
	Sales	Pay Roll
Year 1937 compared with 1935	+12.1	+7.9
First half 1938 compered with first half 1937	- 6.1	+2.0

Size of Sample

The grocery stores included in the Survey constitute e sample of 10 percent in seles, and five percent in number of ell grocery stores without meets (except units of cheins) shown in the 1935 Census. A summery follows:

	Stores	Sales in 1935
1935 Census	166,106	$1,360,532,000
1937 Survey	7,564	136,925,000
Percent Sample	5%	10%

Compered with the above everage size of sample, the proportion of coverage for principel cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	2	15	Milwaukee	11	13
Boston	4	9	New York	6	9
Buffelo	4	7	Philedelphie	7	12
Chicago	3	8	Fittsburgh	6	12
Clevelsnd	3	5	San Francisco	9	13
Detroit	4	8	St. Louis	7	12
Los Angeles	6	14			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities with less than 15 stores reporting, or for which the sample represents less than five percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

COMBINATION STORES - GROCERIES AND MEATS (Except Chains)

More than 11,000 independent combination stores (groceries and meats) throughout the country, with aggregate sales in 1937 of $340,786,000, reported that their sales during the first half of 1938 were off 7.0 percent as compared with their sales for the same period of 1937. The first quarter of 1938 showed a loss of 6.0 percent and the second quarter a loss of 7.9 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 14.6 percent.

A comparison with previous Census totals follows:

	Combination Stores - Groceries and Meats		Change from
	Stores	Sales	Preceding Period
1929 Census	98,300	$2,645,935,000	--
1933 Census	115,448	1,803,952,000	-31.8%
1935 Census	140,626	2,525,300,000	+40.0%
Identical stores included in this Survey:			
Year 1935	11,442	297,466,000	--
Year 1937	11,442	340,786,000	+14.6%
First Half 1937	11,442	166,717,000	--
First Half 1938	11,442	155,067,000	- 7.0%

Sales

All geographic divisions and all States, with the exception of Montana, show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 3.8 percent for the Pacific Division to 9.9 percent for the East South-Central Division.

Pay Roll

Of the 11,442 combination stores included in the Survey, 3,519 reported no paid employees. The remaining 7,923 stores reported pay roll, exclusive of the services of proprietors, to the amount of $20,822,000 for 1937, representing an increase of 9.2 percent over the total for 1935, and $10,132,000 for the first half of 1938, an increase of 1.3 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+14.6	+9.2
First half 1938 compared with first half 1937	- 7.0	+1.3

Size of Sample

The combination stores included in the Survey constitute a sample of 12 percent in sales, and 8 percent in number of all combination stores (except units of chains) shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	140,626	$2,525,300,000
1937 Survey	11,442	297,466,000
Percent Sample	8%	12%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	5	7	Milwaukee	10	13
Boston	7	11	New York	9	11
Buffalo	6	12	Philadelphia	11	13
Chicago	5	8	Pittsburgh	12	13
Cleveland	6	9	San Francisco	9	10
Detroit	7	10	St. Louis	8	12
Los Angeles	10	16			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities for which the sample represents less than eight percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained herein were supplied by independent grocers who submitted returns for the current Census Survey of Business prior to the closing date. Separate data for grocery chains will follow. This report is not presented as a complete picture of the grocery business, but rather as a reliable indicator of trends since the last Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales tables which show the weight of sample by States, for both kinds of stores.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Censuses. Retail Trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

GROCERY STORES-WITHOUT MEATS (except grocery chains)

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	Size and Proportion of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	7,564	5	$136,925	10	$38,851	$38,930	$39,932	$38,939	$34,017	$36,185	$153,456	+12.1	$70,202	- 6.1
NEW ENGLAND	531	5	7,914	10	2,043	2,256	2,339	2,300	1,943	2,081	8,830	+11.6	4,024	- 6.4
Connecticut	159	7	2,886	13	599	665	691	648	568	612	2,603	+13.8	1,180	- 6.8
Maine	52	5	682	9	174	196	205	186	159	180	763	+11.9	339	- 8.4
Massachusetts	244	5	3,745	10	993	1,078	1,082	1,061	948	998	4,176	+11.6	1,940	- 6.1
New Hampshire	25	5	435	9	97	118	125	113	95	109	453	+ 6.4	204	- 5.1
Vermont	29	7	561	16	124	143	174	140	116	133	581	+ 5.4	249	- 6.7
MIDDLE ATLANTIC	2,495	6	45,866	11	11,983	12,597	12,634	12,256	11,340	11,922	50,040	+10.5	23,262	- 5.4
New Jersey	342	5	7,426	13	1,973	2,076	2,064	2,082	1,867	1,953	8,195	+10.3	3,820	- 5.7
New York	1,307	6	26,169	10	6,895	7,168	7,191	7,390	6,574	6,904	28,639	+ 9.4	13,478	- 4.1
Pennsylvania	824	6	11,669	14	3,115	3,359	3,368	3,264	2,899	3,065	13,206	+13.2	5,964	- 7.9
EAST NORTH CENTRAL	1,265	5	21,592	11	5,537	6,219	6,433	6,076	5,165	5,661	24,263	+12.4	10,826	- 7.9
Illinois	399	5	8,350	11	1,556	1,709	1,713	1,668	1,489	1,576	6,646	+11.7	3,065	- 6.1
Indiana	92	4	1,303	7	338	363	363	339	287	324	1,414	+17.5	611	- 5.9
Michigan	247	6	3,719	12	926	1,074	1,175	1,066	875	977	4,241	+14.0	1,852	- 7.4
Ohio	318	4	4,104	9	1,100	1,193	1,218	1,190	1,005	1,064	4,695	+14.4	2,069	- 9.8
Wisconsin	331	10	1,616	15	1,537	1,757	1,950	1,813	1,509	1,720	7,267	+ 9.6	3,229	- 7.8
WEST NORTH CENTRAL	652	5	12,256	10	3,050	3,462	3,671	3,313	2,876	3,185	13,496	+ 9.6	6,061	- 6.9
Iowa	131	6	2,494	10	583	674	705	631	545	617	2,596	+ 4.1	1,162	- 7.6
Kansas	45	4	801	6	185	207	201	184	168	177	777	- 3.0	339	-15.5
Minnesota	161	7	3,028	11	1,202	1,467	1,616	1,451	1,269	1,413	5,858	+16.6	2,682	- 3.8
Missouri	110	3	1,670	8	455	470	466	448	384	409	1,819	+ 8.9	793	-12.4
Nebraska	29	3	671	8	214	236	249	229	197	214	928	+ 6.4	411	- 8.7
North Dakota	48	8	991	14	327	366	394	360	321	344	1,049	+ 5.9	465	- 9.7
South Dakota	28	6	436	9	104	142	133	110	98	111	469	+ 7.1	209	- 7.5
SOUTH ATLANTIC	518	3	7,987	6	2,097	2,287	2,304	2,321	1,991	2,041	8,849	+12.8	4,032	- 6.8
Delaware	21	6	430	23	109	135	127	133	109	113	494	+15.3	222	- 8.1
Florida	86	8	939	6	271	286	239	259	258	287	1,035	+ 9.8	488	- 5.4
Maryland	49	3	998	11	268	277	264	248	248	268	1,145	+14.7	504	- 6.5
North Carolina	98	2	1,474	7	376	431	401	401	369	417	1,651	+10.0	806	- 0.9
South Carolina	72	2	1,094	6	315	367	314	319	293	284	1,375	+16.5	577	- 8.8
Virginia	72	3	910	6	218	254	273	272	210	227	1,017	+11.8	437	- 7.4
West Virginia	66	3	925	8	240	337	366	353	313	345	1,017	+ 9.9	451	- 8.1
EAST SOUTH CENTRAL	275	2	4,056	5	1,133	1,280	1,335	1,231	1,084	1,123	4,978	+30.5	2,207	- 8.5
Alabama	76	3	1,089	5	293	343	350	332	276	299	1,281	+17.5	575	- 9.0
Kentucky	67	2	1,021	6	289	338	337	340	290	289	1,301	+27.4	579	- 7.2
Mississippi	51	1	943	7	268	282	287	268	241	254	1,069	+13.4	495	- 9.0
WEST SOUTH CENTRAL	546	3	9,327	7	2,413	2,608	2,606	2,619	2,247	2,316	10,243	+ 9.8	4,563	- 9.0
Arkansas	77	2	1,236	7	307	340	325	291	255	274	1,213	+ 0.6	529	- 8.2
Louisiana	90	3	1,444	6	398	430	432	423	376	393	1,713	+18.6	769	- 6.0
Oklahoma	70	3	1,118	6	300	314	315	291	259	276	1,218	+ 8.9	535	-18.2
Texas	311	3	5,529	7	1,408	1,524	1,534	1,569	1,357	1,373	6,098	+ 9.7	2,730	- 7.0
MOUNTAIN	193	5	4,162	10	1,007	1,168	1,260	1,156	926	1,021	4,591	+10.3	1,977	- 9.1
Arizona	15	4	223	7	67	74	73	78	72	72	291	+30.5	144	+ 8.1
Colorado	37	4	685	9	163	176	201	154	145	160	734	+ 5.7	305	-10.0
Idaho	16	4	441	7	107	128	146	132	103	113	509	+15.0	216	- 5.7
Montana	38	7	1,388	11	329	394	419	361	293	336	1,503	+ 8.2	629	-15.0
New Mexico	23	3	407	11	95	108	113	115	88	108	432	+ 6.1	196	- 6.9
Utah	23	5	261	10	71	88	87	83	69	73	383	+23.8	162	- 7.8
Wyoming	16	8	688	20	146	180	192	173	130	166	694	+10.5	296	-10.0
PACIFIC	1,095	9	24,431	14	6,586	7,121	7,368	7,186	6,445	6,805	28,263	+15.7	13,250	- 3.3
California	720	6	16,948	14	4,668	4,958	5,054	5,075	4,595	4,748	19,749	+16.5	9,337	- 2.9
Oregon	113	6	2,838	15	567	668	774	634	587	619	2,773	+15.3	1,241	- 3.4
Washington	262	10	5,251	14	1,351	1,511	1,600	1,479	1,323	1,444	5,741	+15.1	2,767	- 5.3
Cities of more than 500,000 Population														
Boston	43	4	813	9	227	241	227	252	228	226	947	+16.5	454	- 3.0
Buffalo	42	4	666	7	164	201	202	211	180	196	756	+13.5	376	- 4.9
Chicago	147	3	2,107	8	575	617	625	634	560	598	2,451	+16.3	1,178	- 1.2
Cleveland	25	3	349	5	100	107	111	106	95	98	434	+21.5	193	- 6.8
Detroit	30	4	548	8	145	165	161	166	147	150	627	+14.5	297	- 1.0
Los Angeles	98	6	3,031	14	847	847	854	893	806	771	3,441	+13.5	1,577	- 6.9
Milwaukee	100	11	1,858	13	483	546	551	546	460	502	2,126	+14.8	962	- 6.5
New York	814	6	17,349	9	4,674	4,641	4,454	4,919	4,443	4,555	18,688	+ 7.7	8,998	- 5.4
Philadelphia	814	7	2,534	12	706	721	694	753	668	686	2,876	+13.7	1,370	- 4.1
Pittsburgh	58	6	774	12	234	253	253	241	207	229	981	+26.7	436	-10.5
San Francisco	136	9	2,627	13	773	785	777	851	784	784	3,196	+21.3	1,568	+ 0.6
St. Louis	87	7	431	13	116	116	115	117	108	104	454	+ 7.7	204	-11.8

* *States and cities with less than fifteen stores reporting or with a sample of less than five percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

GROCERY STORES-WITHOUT MEATS *(except grocery chains)*

TABLE 2.- PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	7,564	3,364	4,200	$1,467,021	$1,526,440	$1,575,125	$1,643,395	$1,507,805	$1,546,631	$6,213,981	+ 7.9	$3,054,436	+ 2.0
NEW ENGLAND	531	265	266	86,719	88,055	91,738	91,862	87,040	87,549	358,374	+ 6.6	174,589	- 0.1
Connecticut	159	68	91	23,683	23,931	24,965	24,329	23,252	23,240	96,358	+ 2.4	46,492	- 1.0
Maine	52	21	31	5,877	6,004	5,908	5,989	5,954	5,814	23,778	+ 4.3	11,768	- 1.0
Massachusetts	244	120	124	41,756	42,471	43,924	45,316	42,427	42,661	173,467	+ 9.2	85,088	+ 1.0
New Hampshire	25	17	8	6,098	6,166	6,418	6,234	6,054	6,258	24,916	+27.5	12,312	+ 0.4
Vermont	29	17	12	6,646	7,278	7,691	7,843	6,636	6,888	28,860	+ 5.4	13,464	- 3.3
MIDDLE ATLANTIC	2,493	647	1,846	457,339	469,746	477,016	497,952	466,457	474,004	1,902,053	+ 3.2	940,461	+ 1.4
New Jersey	362	147	215	64,097	66,918	70,241	70,855	64,975	65,594	271,511	+ 4.5	130,569	- 0.3
New York	1,307	382	1,025	277,024	282,171	286,321	301,660	285,455	290,706	1,147,679	+ 3.2	576,157	+ 2.9
Pennsylvania	824	218	606	116,218	120,657	120,454	126,037	116,027	117,718	482,866	+ 2.8	233,745	- 1.1
EAST NORTH CENTRAL	1,265	617	648	243,290	256,870	265,952	280,460	249,703	260,276	1,048,972	+12.2	509,979	+ 1.6
Illinois	397	183	214	69,664	72,568	74,597	77,193	70,749	73,485	294,012	+ 12.3	144,234	+ 1.4
Indiana	92	51	41	11,599	11,998	12,498	12,476	12,028	11,581	48,573	+ 5.3	23,609	- 2.5
Michigan	247	137	110	40,418	42,120	43,111	46,304	43,504	43,668	173,953	+18.0	87,166	+ 5.6
Ohio	218	125	93	49,370	51,989	51,490	55,410	49,663	51,154	206,949	+11.5	100,797	+ 1.5
Wisconsin	331	181	150	72,449	82,193	82,166	88,977	73,755	80,804	325,885	+10.7	153,979	- 0.6
WEST NORTH CENTRAL	652	299	353	127,861	131,937	137,087	140,918	127,173	130,267	537,805	+ 5.4	257,440	- 0.9
Iowa	131	84	47	23,485	25,430	26,913	26,628	23,292	25,410	102,506	+ 2.3	48,702	- 0.5
Kansas	45	27	18	7,743	8,134	8,525	8,484	8,429	8,510	33,058	+ 5.8	16,945	+ 6.3
Minnesota	261	59	202	53,434	53,957	57,210	59,234	54,338	55,355	223,835	+12.7	109,683	+ 2.1
Missouri	110	62	48	18,621	18,772	18,527	20,895	18,298	17,544	76,925	+ 4.6	35,842	- 4.1
Nebraska	29	20	9	12,499	12,555	13,213	13,226	11,049	11,467	51,093	+ 3.4	22,516	-10.1
North Dakota	48	26	22	8,109	8,747	9,141	8,624	8,186	8,083	34,621	+ 0.4	16,269	- 3.5
South Dakota	28	19	9	3,970	4,223	3,948	3,829	3,581	3,898	15,775	+ 0.4	7,479	- 8.8
SOUTH ATLANTIC	512	288	230	102,206	104,690	105,734	115,303	107,117	107,198	427,843	+ 4.0	214,315	+ 3.6
Delaware	21	11	10	5,640	5,726	5,695	5,915	5,919	6,417	23,810	+ 8.1	12,336	+ 8.6
Florida	55	30	25	10,679	10,690	10,796	11,549	11,731	11,187	43,714	+ 3.8	22,918	+ 7.2
Maryland	49	24	25	23,752	24,405	24,303	30,732	23,464	24,262	103,192	+ 7.7	47,726	- 0.2
North Carolina	88	58	30	19,977	20,281	20,882	21,552	21,102	21,009	82,359	+ 0.4	42,111	+ 4.8
South Carolina	72	55	17	14,713	15,208	15,166	15,442	15,143	14,627	60,529	+ 6.7	29,770	- 0.5
Virginia	72	30	42	6,412	6,855	7,176	7,199	7,456	7,498	27,648	+ 3.7	14,924	+12.6
West Virginia	66	23	43	5,432	5,726	10,241	10,087	10,083	10,273	39,464	+ 1.5	20,256	+ 5.7
EAST SOUTH CENTRAL	275	158	117	46,719	48,613	50,153	52,980	47,587	48,974	198,445	+13.7	96,571	+ 1.2
Alabama	78	40	38	14,175	14,979	16,183	15,149	13,930	14,458	60,426	+10.7	28,388	- 2.7
Kentucky	67	36	31	10,093	10,726	10,991	11,732	10,560	10,746	43,542	+14.9	20,696	- 0.6
Mississippi	51	36	15	12,648	12,719	12,979	13,470	13,443	13,715	54,258	+11.7	27,158	+ 7.8
WEST SOUTH CENTRAL	548	328	226	80,569	81,601	85,427	91,539	83,466	83,697	339,156	+ 5.5	167,163	+ 3.1
Arkansas	77	39	38	7,641	8,274	8,547	8,788	8,169	8,174	33,350	+16.8	16,343	+ 2.0
Louisiana	90	51	39	15,893	16,292	17,824	15,815	16,329	15,825	64,824	+11.4	32,142	+ 1.4
Oklahoma	70	55	15	8,350	8,615	9,815	8,515	8,717	10,118	35,313	+ 9.0	18,835	+ 7.6
Texas	311	197	114	48,765	49,221	51,546	55,312	50,967	50,479	204,844	+ 5.0	101,446	+ 3.5
MOUNTAIN	193	107	86	42,341	45,774	48,746	53,660	45,117	46,854	190,521	+10.7	91,971	+ 4.4
Arizona	15	5	10	1,223	1,620	1,537	1,327	1,180	1,257	5,707	+16.0	2,437	-14.3
Colorado	37	22	15	5,679	6,077	6,454	7,749	6,548	6,573	26,659	+ 7.7	13,121	+ 4.1
Idaho	16	9	7	4,213	4,839	5,186	5,257	5,093	5,571	19,995	+ 7.8	10,664	+17.8
Montana	58	33	25	13,960	14,368	15,395	15,830	13,835	14,769	58,953	+ 2.7	28,604	+ 0.3
New Mexico	23	13	11	3,944	4,477	4,496	4,736	4,460	4,777	17,821	+13.3	9,237	+14.5
Utah	23	13	10	1,627	1,753	1,785	1,951	2,009	2,181	7,116	+52.8	4,190	+24.0
Wyoming	16	10	6	9,402	10,685	10,831	15,659	10,360	10,143	46,577	+19.5	20,503	+ 2.1
PACIFIC	1,095	669	426	279,977	297,244	313,272	320,741	294,140	307,808	1,211,234	+14.7	601,947	+ 4.3
California	720	440	280	183,760	194,880	210,604	211,664	200,882	211,650	850,903	+14.9	412,814	+ 4.4
Oregon	113	49	64	22,659	24,496	25,957	27,778	24,781	25,128	100,890	+ 4.4	49,909	+ 5.8
Washington	262	145	117	63,558	68,548	70,631	71,299	65,792	71,042	274,436	+18.9	136,824	+ 3.3
Cities of more than 200,000 Population													
Boston	43	19	24	5,122	5,208	5,409	5,868	5,535	10,095	37,707	+ 7.4	19,630	+ 5.5
Buffalo	45	17	28	5,193	5,287	5,287	5,432	5,634	5,971	21,699	+ 2.7	11,605	+ 8.1
Chicago	147	65	82	25,166	26,095	27,457	27,977	25,615	27,044	106,695	+19.1	52,659	+ 2.7
Cleveland	25	12	13	3,280	3,307	3,467	3,674	3,136	3,243	13,428	+10.2	6,379	+ 0.8
Detroit	36	17	21	6,691	6,963	7,035	7,596	6,712	6,765	28,385	+ 4.3	13,477	- 1.4
Los Angeles	98	52	46	46,811	48,338	49,104	49,890	46,538	46,705	193,145	+ 8.4	93,241	+ 2.0
Milwaukee	100	34	66	23,402	24,771	25,295	29,270	25,361	27,336	102,738	+11.1	52,697	+ 9.4
New York	814	414	400	186,229	187,236	185,803	201,759	190,101	191,140	761,057	+ 0.7	381,241	+ 2.1
Philadelphia	214	78	136	19,596	19,995	19,716	20,227	18,667	18,219	79,338	+ 2.3	37,886	- 5.6
Pittsburgh	55	22	33	6,662	7,254	7,200	7,428	6,716	7,148	28,544	+ 4.5	13,864	- 0.4
San Francisco	136	77	59	28,476	29,294	29,683	31,111	28,923	30,502	118,564	+21.6	59,425	+ 2.9
St. Louis	26	15	11	4,151	4,065	4,110	4,188	3,936	3,848	16,514	-15.6	7,786	- 5.2

* *States and cities with less than fifteen stores reporting or with a sample of less than five percent of the 1935 sales are not shown separately. Data for such states are included in their respective geographic division totals.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without allowance for proprietors' services.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

COMBINATION STORES-GROCERIES AND MEATS *(except chains)*

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)					YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF STORES INCLUDED IN 1937-38 SURVEY	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	11,442	8	$297,466	12	$80,266	$86,451	$87,254	$86,815	$75,467	$79,600	$340,786	+14.6	$155,067	- 7.0
NEW ENGLAND	1,193	10	40,404	15	10,440	11,182	11,235	11,393	9,754	10,255	44,250	+ 9.5	20,009	- 7.5
Connecticut	252	10	10,356	20	2,755	2,945	2,905	3,073	2,545	2,852	11,576	+11.8	5,397	- 8.3
Maine	141	10	4,904	15	1,176	1,296	1,440	1,270	1,079	1,218	5,164	+ 5.3	2,297	- 7.8
Massachusetts	567	10	19,286	14	5,040	5,315	5,180	5,489	4,744	4,869	20,964	+ 8.7	9,613	- 7.2
New Hampshire	65	7	1,903	9	450	584	615	513	423	475	2,110	+10.9	898	- 8.6
Rhode Island	96	8	2,129	10	569	596	545	599	536	539	2,329	+ 9.4	1,075	- 7.7
Vermont	52	11	1,826	17	442	504	550	509	427	472	2,005	+ 9.8	899	- 5.0
MIDDLE ATLANTIC	2,378	10	60,941	14	16,445	17,636	17,514	17,951	15,460	16,237	69,546	+14.1	31,697	- 7.0
New Jersey	334	8	9,276	12	2,424	2,564	2,531	2,635	2,306	2,427	10,154	+ 9.5	4,733	- 5.1
New York	688	9	21,823	13	5,476	5,929	5,904	6,078	5,221	5,560	23,461	+10.5	10,781	+0.1
Pennsylvania	1,356	11	30,442	15	8,545	9,143	8,999	9,244	7,933	8,250	35,931	+18.0	16,183	- 8.5
EAST NORTH CENTRAL	3,255	9	72,093	13	19,637	21,711	22,221	21,456	18,231	19,626	83,005	+17.9	37,857	- 8.4
Illinois	672	9	18,328	13	4,996	5,394	5,493	5,466	4,774	5,098	21,276	+15.7	9,872	- 5.8
Indiana	526	8	6,713	11	2,415	2,704	2,751	2,591	2,249	2,482	10,441	+20.1	4,672	- 8.7
Michigan	670	9	13,186	13	3,511	4,122	4,314	4,033	3,304	3,660	16,060	+21.9	7,014	- 9.3
Ohio	616	8	20,761	12	5,794	6,274	6,301	6,186	5,215	5,569	24,555	+18.2	10,794	-10.6
Wisconsin	371	11	11,031	15	2,921	3,217	3,432	3,164	2,689	2,896	12,634	+14.5	5,505	- 8.3
WEST NORTH CENTRAL	1,312	8	36,792	10	9,633	10,385	10,636	10,261	8,910	9,563	40,118	+11.2	18,473	- 7.7
Iowa	304	9	7,176	9	1,878	2,044	2,166	2,011	1,759	1,939	7,977	+ 5.4	3,697	- 5.4
Kansas	217	7	5,763	9	1,463	1,658	1,621	1,521	1,349	1,442	6,263	+ 8.7	2,791	-10.3
Minnesota	186	8	7,210	11	1,917	2,060	2,274	2,129	1,826	1,959	8,348	+15.8	3,785	+ 5.0
Missouri	365	7	10,305	10	2,861	2,969	2,904	2,943	2,574	2,686	11,699	+13.5	5,260	-10.1
Nebraska	118	7	2,214	8	749	886	863	818	703	803	3,256	+11.7	1,506	- 4.4
North Dakota	42	7	1,253	11	295	335	376	340	277	306	1,348	+ 7.4	563	- 7.5
South Dakota	80	9	1,842	14	454	495	526	469	420	455	1,962	+ 6.5	875	- 7.6
SOUTH ATLANTIC	1,058	6	28,173	9	7,191	7,305	7,232	7,546	6,896	6,824	29,276	+16.3	13,720	- 5.3
Delaware	36	7	654	9	181	201	204	207	181	187	793	+21.3	368	- 3.7
District of Columbia	59	6	2,181	9	504	549	545	644	578	573	2,360	+ 8.4	1,151	+ 2.3
Florida	155	6	4,044	9	1,336	1,079	985	1,181	1,264	1,017	4,563	+13.3	2,301	+ 4.8
Maryland	201	6	3,540	8	1,005	1,092	1,073	1,068	956	1,007	4,238	+19.7	1,963	- 6.4
Virginia	185	7	4,952	13	1,294	1,429	1,479	1,511	1,305	1,414	5,841	+30.4	2,719	- 3.6
West Virginia	175	10	4,153	14	1,138	1,210	1,248	1,192	1,010	1,060	4,782	+15.1	2,070	-11.8
EAST SOUTH CENTRAL	485	5	10,240	9	2,893	3,151	3,068	3,083	2,703	2,745	12,195	+19.1	5,448	- 9.9
Alabama	122	6	2,054	8	568	639	621	606	527	515	2,434	+18.5	1,042	-15.7
Kentucky	153	6	3,934	11	1,114	1,236	1,193	1,176	1,041	1,087	4,733	+20.3	2,129	- 5.9
Tennessee	105	5	3,452	8	961	1,008	974	994	869	899	3,938	+13.7	1,786	- 9.2
WEST SOUTH CENTRAL	612	5	16,740	8	4,579	4,795	4,774	4,861	4,405	4,504	19,009	+13.6	8,909	- 5.0
Arkansas	75	5	2,084	10	562	558	550	573	518	519	2,246	+ 7.9	1,037	- 7.4
Louisiana	44	4	1,416	6	395	421	409	449	389	405	1,674	+18.2	794	+ 2.7
Texas	368	6	13,240	9	3,622	3,816	3,815	3,839	3,498	3,580	15,089	+14.0	7,078	- 5.9
MOUNTAIN	380	9	11,541	15	2,979	3,290	3,436	3,288	2,868	3,120	12,987	+12.5	5,988	- 4.5
Arizona	73	11	2,460	19	725	750	711	750	696	693	2,936	+19.3	1,389	- 5.8
Colorado	135	9	3,725	12	956	1,037	1,129	1,047	931	1,014	4,165	+11.8	1,945	- 2.2
Idaho	40	10	1,104	12	290	341	366	327	274	316	1,324	+21.0	590	- 6.5
Montana	38	9	1,823	14	402	472	488	453	389	430	1,815	- 0.4	789	- 9.7
Utah	59	14	1,457	18	369	415	449	416	379	422	1,649	+13.2	801	- 8.2
PACIFIC	529	11	23,542	14	5,469	6,996	7,130	7,000	6,240	6,716	27,503	+17.3	13,296	- 3.8
California	338	10	15,696	14	4,434	4,691	4,750	4,816	4,316	4,573	18,691	+19.1	8,889	- 2.6
Oregon	107	12	3,279	14	861	974	1,022	918	800	894	3,775	+15.1	1,694	- 7.7
Washington	187	13	4,567	15	1,174	1,331	1,358	1,266	1,124	1,249	5,137	+12.5	2,373	- 5.3
Cities of more than 500,000 Population														
Boston	50	7	2,109	11	567	589	546	627	569	571	2,329	+10.4	1,140	- 1.4
Buffalo	40	6	1,061	12	289	286	281	309	259	255	1,133	+ 6.7	514	-10.6
Chicago	161	5	3,139	8	841	878	854	937	854	846	3,510	+11.8	1,700	- 1.1
Cleveland	80	6	1,366	9	373	363	378	379	329	341	1,513	+10.8	670	-11.4
Detroit	165	7	2,478	10	719	763	761	786	691	669	3,033	+22.0	1,360	- 6.5
Los Angeles	113	10	3,048	16	915	919	921	940	870	871	3,695	+21.5	1,741	- 5.1
Milwaukee	79	10	1,966	13	576	618	610	614	518	566	2,418	+23.0	1,044	-12.6
New York	127	9	3,892	11	1,090	1,078	963	1,176	1,061	1,034	4,307	+10.7	2,095	- 3.4
Philadelphia	270	11	4,841	13	1,216	1,224	1,138	1,303	1,154	1,164	4,860	+15.8	2,318	- 7.5
Pittsburgh	95	18	2,352	13	672	728	705	750	644	654	2,855	+21.4	1,298	- 7.3
San Francisco	16	9	575	10	164	164	165	173	175	181	698	+19.7	356	+ 2.3
St. Louis	143	8	4,263	12	1,413	1,442	1,375	1,303	1,291	1,307	5,746	+18.0	2,598	- 9.4

* *States and cities with a sample of less than eight percent of the 1935 sales are not shown separately. Data for such States are included in the totals of their respective geographic divisions.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

COMBINATION STORES-GROCERIES AND MEATS *(except chains)*

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	11,448	7,923	3,519	$4,911,130	$5,098,554	$5,823,154	$5,589,898	$5,000,287	$5,131,881	$20,881,730	+ 9.2	$10,132,168	+ 1.3
NEW ENGLAND	1,193	916	277	807,734	831,091	846,207	929,104	794,846	813,415	3,414,136	+ 5.3	1,607,661	- 1.9
Connecticut	252	169	83	247,649	252,967	254,429	316,087	247,003	243,760	1,071,132	+ 9.8	490,763	- 0.3
Maine	141	117	24	90,289	95,264	100,084	101,488	88,089	96,956	397,005	+ 6.5	184,965	- 0.3
Massachusetts	597	471	126	398,149	396,866	398,980	430,905	373,886	384,069	1,591,830	+ 6.4	758,954	- 2.3
New Hampshire	65	51	14	32,699	34,093	35,893	34,353	30,703	32,129	136,483	+ 6.9	62,832	- 5.9
Rhode Island	96	66	30	29,325	30,154	30,456	31,717	29,936	30,087	121,652	+ 1.0	60,023	+ 0.9
Vermont	52	42	10	9,623	21,287	27,195	27,014	25,229	26,413	106,029	- 9.0	52,104	+ 0.4
MIDDLE ATLANTIC	2,378	1,561	817	968,904	1,001,927	1,019,354	1,098,706	978,668	1,010,208	4,082,991	+ 5.2	1,988,876	+ 0.9
New Jersey	334	213	121	157,590	163,533	167,361	192,000	157,479	162,237	670,497	+ 0.3	319,716	- 0.4
New York	676	493	183	349,363	354,116	356,703	379,247	348,725	356,170	1,429,429	+ 3.3	698,995	- 0.7
Pennsylvania	1,368	855	513	461,951	484,278	495,290	531,459	472,464	491,801	1,982,975	+ 8.5	970,165	+ 2.8
EAST NORTH CENTRAL	3,255	2,281	974	1,113,559	1,167,457	1,213,727	1,266,094	1,135,259	1,167,821	4,760,937	+13.6	2,303,080	+ 1.0
Illinois	978	614	364	250,641	315,586	324,474	348,413	316,898	326,159	1,314,097	+11.1	643,057	+ 4.1
Indiana	586	333	193	134,959	130,258	135,991	130,152	125,351	129,628	529,260	+15.6	255,153	0.0
Michigan	670	433	237	191,872	202,175	210,137	217,569	197,021	199,355	824,093	+17.9	396,176	+ 0.4
Ohio	816	649	167	342,523	350,372	370,140	390,927	326,307	346,639	1,461,962	+11.8	682,946	- 2.6
Wisconsin	371	252	119	152,661	160,566	170,185	178,033	159,282	167,066	661,465	+16.2	326,348	+ 4.2
WEST NORTH CENTRAL	1,318	945	367	614,923	637,915	652,484	708,011	629,807	645,360	2,608,333	+11.6	1,275,167	+ 1.8
Iowa	304	200	104	93,791	96,838	101,797	109,879	97,368	99,112	401,879	+ 3.1	196,480	+ 0.1
Kansas	217	153	64	76,971	81,947	84,370	87,317	79,116	81,572	330,605	+ 7.5	160,688	+ 1.1
Minnesota	186	149	37	139,119	145,233	143,564	163,783	145,401	145,604	591,698	+25.3	291,005	+ 2.3
Missouri	365	290	75	217,388	223,066	229,995	244,104	215,700	226,481	914,190	+ 1.8	445,191	+ 1.1
Nebraska	118	80	38	36,524	40,124	41,887	42,161	40,545	41,218	168,696	+14.2	81,863	+ 4.1
North Dakota	42	26	16	16,074	17,125	17,841	19,380	16,910	17,543	71,088	+10.0	34,453	- 3.8
South Dakota	60	37	23	33,143	33,579	32,987	35,388	31,767	33,730	136,437	- 1.1	65,487	+ 1.8
SOUTH ATLANTIC	1,098	750	348	416,337	425,458	426,907	458,919	430,447	433,844	1,727,681	+ 8.5	864,291	+ 2.7
Delaware	36	24	12	6,958	7,217	8,105	8,119	7,460	7,653	30,398	+45.7	15,113	+ 6.6
District of Columbia	59	36	23	41,707	42,750	40,697	47,832	42,306	42,704	172,306	+ 0.2	85,010	+ 0.7
Florida	156	113	43	59,550	64,268	63,284	71,569	67,126	68,153	268,196	+ 5.8	135,715	+ 3.8
Maryland	201	108	93	39,508	41,974	43,368	45,214	40,614	42,306	170,064	+18.0	82,920	+ 1.8
Virginia	185	148	45	65,538	67,760	69,218	74,948	67,550	69,852	279,464	+ 6.3	137,402	+ 2.4
West Virginia	176	120	56	73,616	73,489	72,191	72,697	76,919	73,129	296,243	+ 6.3	148,131	+ 2.7
EAST SOUTH CENTRAL	425	305	120	163,447	168,322	170,149	180,818	166,082	167,280	682,736	+ 4.8	333,362	+ 0.5
Alabama	122	80	42	25,693	27,074	27,341	30,886	26,368	25,963	110,294	+ 2.9	52,331	- 0.9
Kentucky	153	106	45	58,903	61,356	62,488	65,114	59,991	61,610	247,941	+ 2.3	121,601	+ 1.0
Tennessee	106	83	23	65,330	66,772	67,320	74,908	66,093	66,913	270,253	+ 3.8	139,606	+ 0.3
WEST SOUTH CENTRAL	618	396	216	235,015	244,579	251,278	270,389	251,244	251,916	1,001,801	+ 8.4	503,160	+ 4.9
Arkansas	75	57	18	31,608	35,008	34,600	36,063	34,944	32,996	139,873	+16.3	67,940	+ 8.0
Louisiana	44	36	8	34,690	36,741	39,481	45,005	39,650	39,069	154,917	+13.3	78,719	+10.2
Texas	368	270	98	168,059	172,464	177,191	189,321	176,650	179,851	707,011	+ 5.2	356,488	+ 3.2
MOUNTAIN	390	260	130	195,840	200,058	210,123	219,335	196,146	206,880	825,350	+11.0	405,026	+ 2.3
Arizona	73	49	24	40,110	41,159	42,384	45,107	43,844	44,850	168,760	+35.9	87,504	+ 7.7
Colorado	135	98	43	61,293	62,690	66,959	71,482	63,697	68,661	268,424	+ 7.9	132,358	+ 6.9
Idaho	40	29	11	15,554	15,795	17,301	17,892	15,265	16,191	66,628	+16.8	31,456	+ 0.7
Montana	38	26	12	42,131	43,495	43,913	44,888	39,410	40,791	173,327	- 1.5	80,201	+ 3.3
Utah	59	43	16	22,725	23,234	25,118	25,535	24,090	24,630	96,618	+ 6.4	46,728	+ 6.0
PACIFIC	829	509	320	395,371	415,753	436,925	469,976	416,398	435,157	1,718,065	+13.6	851,540	+ 5.0
California	535	327	208	278,882	294,899	295,878	330,594	291,549	303,331	1,183,247	+14.6	594,880	+ 6.8
Oregon	109	78	29	56,041	59,601	62,875	64,898	57,625	60,488	245,805	+10.8	121,113	+ 5.1
Washington	187	104	83	67,048	71,253	76,172	75,094	67,214	71,338	289,013	+ 4.9	135,552	+ 0.2
Cities of more than 500,000 Population													
Boston	50	46	4	46,160	49,573	50,040	51,975	49,371	51,015	197,748	+ 2.5	100,386	+ 5.1
Buffalo	40	22	18	11,894	12,115	12,432	13,849	13,287	14,442	52,287	+ 7.4	27,729	+ 8.4
Chicago	161	110	51	57,759	60,278	61,843	65,155	63,257	64,552	244,589	+ 8.9	127,809	+ 2.8
Cleveland	80	48	32	17,540	17,748	18,469	19,093	18,016	18,670	72,850	+ 1.0	36,686	+ 4.0
Detroit	163	93	70	40,114	41,579	42,328	43,811	43,568	42,564	167,883	+17.1	86,132	+ 5.4
Los Angeles	113	59	54	52,713	58,301	54,893	57,444	54,100	54,916	216,751	+11.4	108,916	+ 3.7
Milwaukee	79	54	25	28,511	30,128	30,553	32,597	29,205	29,994	121,779	+35.7	59,199	+ 1.0
New York	127	94	33	90,276	86,966	83,540	91,077	86,994	87,604	351,659	- 5.4	174,598	+ 1.5
Philadelphia	270	135	135	56,095	56,802	56,363	61,653	56,990	59,607	236,913	+ 4.4	116,597	+ 1.3
Pittsburgh	95	67	28	36,627	38,238	36,730	40,061	36,889	37,994	153,656	+15.1	73,883	+ 1.3
San Francisco	16	14	2	18,714	14,487	14,186	14,924	13,886	14,304	56,851	+14.5	28,190	+ 3.4
St. Louis	143	110	33	138,991	136,073	140,758	136,879	133,695	139,439	568,675	+ 13.3	271,133	+ 0.8

* *States and cities with a sample of less than eight percent of the 1935 sales are not shown separately. Data for such States are included in the totals of their respective geographic divisions.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

HARDWARE STORES AND HARDWARE AND FARM IMPLEMENT DEALERS

More then 3,800 hardware stores and farm implement dealers throughout the country, with aggregate sales in 1937 of $151,053,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 16.1 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 13.5 percent and the second quarter a loss of 17.8 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 30.4 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals for number and sales of retail hardware and farm implement stores, including chains, follows:

	Stores	Sales	Change from Preceding Period
1929 Census	37,572	$1,224,560,000	--
1933 Census	32,802	488,486,000	-60.1%
1935 Census	36,633	758,979,000	+55.4%
Identical stores included in this Survey:			
Year 1935	3,842	115,861,000	--
Year 1937	3,842	151,053,000	+30.4%
First Half 1937	3,842	79,975,000	--
First Half 1938	3,842	63,749,000	-16.1%

Sales

All geographic divisions and all States, with the exception of North Dakota, show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 10.8 percent for the West North Central Division to 26.6 percent for the Mountain Division. The total volume of sales for 1937 was distributed by quarters, as follows: First quarter,20.0%; second quarter,30.3%; third quarter.26.2%; fourth quarter,23.5%. Included among the 3,842 identical stores are 58 identical units of chains. Sales of these identical chain units totalled $4,206,000 in 1937, an increase of 26.3 percent over their sales in 1935.

Pay Roll

Of the 3,842 stores included in the Survey, 646 reported no paid employees. The remaining 3,196 reported pay roll, exclusive of the services of proprietors, to the amount of $16,258,000 for 1937, representing an increase of 30.6 percent over their pay roll for 1935. They reported a total pay roll of $7,609,000 for the first half of 1938, an increase of two-tenths of 1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+30.4	+30.6
First half 1938 compared with first half 1937	-16.1	+ 0.2

Size of Sample

The stores included in this Survey constitute a sample of 15 percent in sales and 10 percent in number, of all hardware and farm implement stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	36,633	36,048	585	$758,979	$726,068	$32,911
1937 Survey	3,842	3,784	58	115,861	112,531	3,330
Percent Sample	10%	10%	10%	15%	15%	10%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	10	10	Milwaukee	15	22
Boston	7	5	New York	9	15
Buffalo	10	14	Philadelphia	8	10
Chicago	9	12	Pittsburgh	19	31
Cleveland	9	14	San Francisco	19	35
Detroit	13	19	St. Louis	9	15
Los Angeles	11	13			

Kinds of Business and Tables

The stores covered in this report represent the two kind-of-business classifications carried in the regular Business Censuses as "Hardware Stores" and "Hardware and Farm Implement Dealers". Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Because of the small number of chain units included in this Survey, separate figures for independents and chains can be shown only in United States totals. Nor are separate figures shown in the tables for States and cities for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by about 3,800 retailers, who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail hardware and farm implement trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Cosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

HARDWARE STORES AND HARDWARE AND FARM IMPLEMENT DEALERS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	3,848	3,196	646	$3,508,567	$3,984,067	$4,047,776	$4,617,700	$3,484,917	$3,984,498	$16,858,110	+30.6	$7,469,409	+ 0.2
Independents	3,794	3,138	646	3,480,088	3,951,801	3,903,108	4,454,388	3,550,455	3,791,649	15,689,349	+30.7	7,342,104	+ 0.1
Chain	58	58	--	28,515	132,266	144,668	163,312	134,462	192,849	568,761	+50.2	857,303	+ 2.8
Hardware stores	2,964	2,390	574	2,522,334	2,764,297	2,835,004	3,224,170	2,610,363	2,769,291	11,346,005	+27.2	5,379,654	+ 1.8
Hardware and farm implement dealers	878	806	72	1,006,033	1,219,770	1,212,772	1,393,530	1,074,554	1,155,201	4,918,105	+39.4	2,089,755	- 3.3
NEW ENGLAND	230	222	13	294,255	317,731	327,974	408,700	285,607	301,463	1,348,690	+28.4	587,070	- 4.1
Connecticut	53	49	4	66,249	70,098	74,963	113,464	63,143	72,168	324,774	+46.9	135,303	- 0.8
Maine	36	37	1	31,187	34,639	36,489	40,789	31,346	35,857	142,964	+11.9	67,203	+ 2.2
Massachusetts	103	99	6	133,101	141,654	139,806	139,998	131,882	133,477	573,959	+26.6	264,759	- 3.6
New Hampshire	9	9	--	14,614	15,419	14,284	14,279	14,284	13,417	58,944	+11.6	27,701	- 7.8
Rhode Island	13	12	1	13,293	15,911	13,091	18,371	12,186	13,967	62,646	+10.7	26,153	-10.4
Vermont	17	16	1	35,899	40,010	48,673	46,861	33,366	32,583	169,443	+35.3	65,949	-13.1
MIDDLE ATLANTIC	781	608	179	717,879	799,569	815,699	903,850	723,988	789,430	3,235,787	+24.8	1,513,418	- 0.8
New Jersey	137	90	37	132,730	152,995	158,243	159,868	131,966	152,988	497,681	+28.9	884,954	- 0.3
New York	375	286	89	360,195	395,894	404,316	450,006	362,010	385,461	1,610,431	+23.7	747,471	- 1.1
Pennsylvania	279	226	53	244,354	281,290	287,908	309,599	250,006	280,981	1,121,505	+27.3	530,987	+ 1.0
EAST NORTH CENTRAL	873	836	137	764,225	864,869	896,874	1,049,168	804,768	873,774	3,575,150	+34.5	1,678,536	+ 3.0
Illinois	268	221	47	173,234	196,829	203,377	238,728	185,013	202,673	806,178	+40.8	387,686	+ 4.8
Indiana	121	105	16	98,566	111,438	115,162	135,093	99,655	107,554	444,339	+35.2	207,209	- 0.4
Michigan	189	170	19	131,515	136,291	150,533	185,394	139,661	172,072	586,923	+24.6	331,753	+13.3
Ohio	223	187	38	233,400	247,997	268,061	323,093	226,459	240,066	1,069,633	+37.1	466,505	- 2.3
Wisconsin	170	153	17	131,310	133,234	161,461	181,848	133,994	131,409	668,047	+28.2	285,403	- 0.2
WEST NORTH CENTRAL	527	459	163	346,988	394,655	399,780	468,708	381,765	418,581	1,610,131	+17.5	794,897	+ 7.1
Iowa	163	128	35	59,469	68,326	71,899	80,099	67,734	72,215	299,367	+20.4	139,949	+ 9.3
Kansas	92	80	20	61,303	70,681	73,654	98,844	62,797	73,175	314,482	+26.8	135,972	- 1.4
Minnesota	168	127	35	104,866	110,038	112,419	130,647	119,868	128,190	477,970	+34.1	248,058	+28.9
Missouri	104	84	20	53,831	59,248	60,119	68,065	53,972	62,753	230,317	+ 1.4	116,725	+ 3.0
North Dakota	73	54	21	17,790	18,993	22,424	18,805	19,614	19,094	79,094	+11.5	38,489	+ 4.5
South Dakota	46	43	13	16,840	20,093	21,858	23,547	19,664	20,658	81,732	+24.4	40,336	+ 9.2
SOUTH ATLANTIC	259	228	31	262,365	279,088	287,359	305,424	270,059	280,774	1,135,030	+25.3	550,833	+ 1.7
Florida	32	31	1	36,747	37,021	36,998	40,930	38,874	39,391	151,696	+25.7	78,265	+ 6.1
Maryland	52	44	8	20,847	24,102	24,902	25,629	23,953	24,998	95,487	+16.0	48,943	+ 8.9
North Carolina	37	34	3	51,351	54,816	57,775	55,386	59,345	60,445	224,957	+ 6.9	119,790	+ 6.9
South Carolina	15	--	28,030	23,447	22,544	23,607	22,764	23,399	91,648	+22.6	46,163	+ 1.5
Virginia	43	38	7	70,712	73,283	75,215	76,507	71,760	76,146	315,730	+23.0	147,936	+ 1.0
West Virginia	30	24	6	21,054	26,985	28,880	28,398	21,910	23,934	99,317	+33.9	45,844	+ 4.6
EAST SOUTH CENTRAL	133	115	20	128,098	144,511	137,807	150,910	129,189	132,348	560,720	+25.9	261,537	+ 4.1
Kentucky	50	40	10	47,116	53,879	52,458	56,465	48,699	51,243	209,318	+30.5	99,942	- 0.5
Tennessee	42	38	4	46,311	49,552	47,733	55,907	45,944	48,380	199,503	+27.0	94,884	- 1.7
WEST SOUTH CENTRAL	220	196	24	230,659	244,331	246,013	301,634	221,437	229,446	1,022,637	+36.2	451,083	- 3.0
Arkansas	56	48	8	30,549	33,660	32,560	36,540	29,883	33,355	130,310	+49.7	63,238	-16.5
Louisiana	35	33	2	43,121	42,250	44,559	56,880	43,879	48,648	186,850	+44.2	92,527	+ 8.4
Oklahoma	37	28	9	30,823	33,903	34,508	39,970	32,449	34,907	139,204	+12.4	67,356	+ 4.1
Texas	102	93	5	126,166	134,518	134,386	168,244	115,226	112,536	566,273	+38.0	227,962	- 0.9
MOUNTAIN	151	137	14	198,440	218,023	208,364	221,182	190,879	197,413	839,951	+28.2	388,292	- 5.4
Arizona	13	13	--	26,013	28,866	27,005	28,418	25,586	25,096	109,708	+36.6	50,682	- 6.6
Idaho	46	44	2	69,599	73,774	72,425	74,404	60,160	65,727	290,202	+48.0	125,887	-12.8
Montana	30	24	6	39,185	43,193	37,874	37,443	35,807	34,280	155,837	+10.2	70,087	-11.8
Nevada	4	4	--	3,184	3,528	3,739	3,783	3,697	3,750	14,190	+27.2	7,447	+11.0
New Mexico	8	8	--	12,115	12,312	12,708	13,425	13,325	13,287	52,898	+ 2.0	25,612	+ 8.7
Utah	23	21	2	38,754	52,351	34,407	39,019	30,954	30,873	141,381	+21.0	71,887	+ 0.0
PACIFIC	368	303	65	666,034	787,874	727,986	814,780	677,236	707,119	2,936,014	+42.3	1,384,335	- 0.6
California	239	194	45	585,000	697,814	636,974	709,118	586,151	547,355	2,246,906	+45.3	1,093,506	- 0.7
Oregon	58	45	9	51,781	61,417	65,838	76,319	53,776	57,557	255,349	+43.3	111,343	- 1.6
Washington	77	64	13	91,253	108,643	105,180	129,343	97,309	102,197	433,759	+46.4	199,506	+ 0.1
Cities of more than 300,000 Population													
Baltimore	25	20	6	6,996	7,609	7,643	8,476	8,868	7,914	30,724	+21.4	16,782	+14.9
Buffalo	11	8	3	15,568	18,649	22,156	24,470	18,894	14,856	80,848	+70.2	37,750	-20.6
Chicago	76	50	26	30,699	36,187	37,758	43,753	37,821	41,955	148,331	+43.1	79,176	+18.3
Cleveland	30	24	6	13,103	15,485	18,231	19,718	18,803	14,044	66,315	+34.0	32,847	+ 1.1
Detroit	46	33	13	39,028	43,780	48,712	54,543	44,801	45,884	179,997	+ 7.3	90,685	+ 8.9
Los Angeles	31	24	7	24,919	31,188	31,739	31,078	27,086	30,681	118,918	+54.2	57,767	+ 3.0
Milwaukee	17	14	3	16,928	20,803	22,146	25,601	17,238	19,486	83,358	+41.0	36,686	- 2.3
New York	176	122	54	125,958	130,830	127,867	141,346	125,484	139,304	525,005	+19.5	264,788	- 0.4
Philadelphia	36	24	14	14,990	15,321	16,047	17,957	16,193	19,142	63,915	+29.0	35,333	+18.1
Pittsburgh	22	21	1	40,606	46,898	49,548	51,362	41,500	46,798	187,806	+49.5	88,298	+ 1.6
San Francisco	27	16	11	43,393	47,068	46,161	48,638	49,545	49,706	185,456	+19.8	99,049	+ 9.2
St. Louis	20	12	8	17,994	18,833	19,133	20,466	18,159	21,391	75,826	+ 6.3	39,550	+ 9.2

* *States and cities with a sample of less than ten percent of the 1935 sales are not shown separately. Data for such states are included in the totals of their respective geographic divisions.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

CENSUS SURVEY OF BUSINESS: 1937-38 — **RETAIL DISTRIBUTION**

HARDWARE STORES AND HARDWARE AND FARM IMPLEMENT DEALERS

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)					Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	3,848	10	$115,861	15	$20,184	$45,791	$39,580	$35,498	$26,116	$37,633	$151,053	+30.4	$63,749	-16.1
Independents	3,784	10	112,531	15	19,456	44,485	38,486	34,418	25,471	36,556	146,847	+30.5	62,027	-16.1
Chains	58	10	3,330	10	728	1,306	1,094	1,080	645	1,077	4,206	+26.3	1,722	-15.3
Hardware stores	2,964	11	76,039	16	17,979	27,982	24,764	25,038	16,542	23,754	95,763	+25.9	40,296	-12.3
Hardware and farm implement dealers	878	9	39,822	14	12,205	17,809	14,816	10,460	9,574	13,879	55,290	+38.8	23,453	-21.9
NEW ENGLAND	235	14	7,446	18	1,687	2,797	2,406	2,249	1,485	2,376	9,139	+22.7	3,861	+15.9
Connecticut	53	19	1,687	24	435	700	578	538	386	591	2,257	+34.2	977	-14.4
Maine	38	15	691	18	150	370	335	261	158	308	1,116	+25.3	466	-15.4
Massachusetts	105	18	3,156	15	726	1,128	926	928	620	981	3,708	+17.5	1,601	-15.8
New Hampshire	9	9	354	10	76	183	106	111	71	105	414	+16.9	176	-10.7
Rhode Island	15	11	476	13	117	196	163	146	112	170	622	+30.7	282	- 9.9
Vermont	17	14	687	32	185	274	298	265	158	227	1,022	+15.2	355	-16.1
MIDDLE ATLANTIC	781	11	20,100	17	4,786	7,984	6,603	6,526	4,379	6,657	25,799	+28.4	11,036	-15.6
New Jersey	127	12	2,994	18	696	1,128	926	976	666	981	3,795	+26.8	1,647	- 7.5
New York	375	10	9,707	16	2,329	3,583	3,115	3,186	2,089	3,014	12,213	+25.8	5,103	-13.7
Pennsylvania	279	13	7,399	19	1,759	3,179	2,562	2,364	1,624	2,662	9,864	+33.3	4,286	-13.2
EAST NORTH CENTRAL	973	11	25,049	15	6,316	10,560	8,928	8,027	5,507	8,447	33,533	+33.1	13,954	-17.3
Illinois	268	10	5,894	14	1,562	2,313	2,067	1,969	1,430	1,972	7,918	+34.3	3,402	-15.9
Indiana	121	11	3,801	17	1,040	1,641	1,195	1,080	838	1,203	4,856	+36.8	2,041	-20.9
Michigan	189	11	4,685	16	1,044	1,989	1,735	1,522	911	1,597	6,290	+34.5	2,508	-17.9
Ohio	255	10	6,701	15	1,797	2,911	2,563	2,111	1,477	2,223	9,182	+37.0	3,702	-21.4
Wisconsin	170	11	4,418	15	866	1,806	1,572	1,345	831	1,450	5,569	+26.0	2,281	-14.6
WEST NORTH CENTRAL	722	8	17,154	11	3,438	6,387	6,040	4,246	3,461	5,274	20,176	+17.6	8,735	-10.8
Iowa	163	9	5,215	11	855	1,276	1,137	1,035	899	1,035	4,304	+22.4	1,935	- 9.7
Kansas	96	7	3,171	14	561	1,114	1,206	456	516	1,004	3,657	+13.3	1,520	-10.6
Minnesota	168	9	4,653	13	869	1,786	1,875	1,475	938	1,430	6,007	+29.1	2,368	-10.9
Missouri	104	8	2,068	10	441	731	659	558	454	598	2,389	+15.5	1,052	-10.2
North Dakota	75	9	1,259	10	132	329	436	269	192	275	1,226	+ 4.3	467	-10.4
South Dakota	48	7	857	10	162	292	252	198	165	252	894	+ 4.3	397	-12.6
SOUTH ATLANTIC	359	10	9,643	14	2,808	3,620	3,160	3,079	2,413	3,002	12,667	+31.4	5,415	-15.8
Florida	32	9	876	10	244	258	232	321	236	218	1,095	+25.0	473	- 9.4
Maryland	52	12	1,314	16	341	353	452	423	271	454	1,751	+33.3	725	-17.8
North Carolina	97	9	2,161	16	596	734	614	678	503	603	2,622	+21.3	1,106	-16.8
South Carolina	15	7	962	13	349	386	416	297	300	349	1,446	+50.3	649	- 1.7
Virginia	45	18	2,379	19	697	964	815	725	629	798	3,801	+34.6	1,427	-14.1
West Virginia	30	12	703	15	179	315	242	222	148	236	952	+26.3	378	-23.5
EAST SOUTH CENTRAL	133	9	4,548	11	1,362	1,746	1,344	1,219	1,178	1,450	5,671	+24.7	2,628	-15.4
Kentucky	50	10	1,583	14	441	650	516	440	421	578	2,047	+29.3	999	- 8.4
Tennessee	46	11	1,595	12	521	665	493	420	418	536	2,059	+31.6	954	-19.6
WEST SOUTH CENTRAL	220	9	7,552	11	2,281	2,781	2,590	2,165	2,025	2,320	9,817	+30.0	4,345	-10.0
Arkansas	26	9	1,077	13	450	490	382	287	346	367	1,859	+44.8	713	-23.3
Louisiana	33	13	1,170	16	409	542	397	389	509	528	1,527	+30.5	681	-16.6
Oklahoma	57	8	1,488	10	307	532	540	313	292	556	1,725	+20.6	850	- 9.5
Texas	102	8	3,817	11	1,115	1,327	1,296	1,196	1,088	1,093	4,936	+29.3	2,181	-10.7
MOUNTAIN	151	14	5,733	17	1,661	2,486	2,154	1,764	1,161	1,886	8,067	+40.7	3,047	-26.6
Arizona	15	21	654	18	254	324	192	230	176	199	944	+44.3	375	-28.4
Idaho	46	34	2,020	27	641	1,089	899	637	406	780	3,266	+61.7	1,186	-31.4
Montana	30	12	1,221	16	258	425	380	364	197	342	1,428	+17.0	539	-21.2
Nevada	4	20	107	13	22	34	26	34	22	30	116	+ 8.4	52	- 7.1
New Mexico	8	12	456	16	176	155	141	95	116	112	567	+24.3	228	-31.1
Utah	23	31	697	31	144	301	267	242	117	268	954	+36.9	365	-34.0
PACIFIC	368	16	18,636	27	5,281	7,598	6,301	6,123	4,497	6,221	25,803	+38.5	10,718	-20.1
California	259	17	15,547	28	4,488	5,976	4,988	4,910	3,431	4,581	19,740	+38.3	7,962	-18.3
Oregon	52	15	2,221	25	687	1,051	905	633	497	784	3,876	+47.5	1,281	-26.3
Washington	57	17	2,868	22	696	1,231	1,060	880	569	906	3,867	+34.8	1,475	-23.5
Cities of more than 500,000 Population														
Baltimore	26	10	330	10	62	115	97	118	63	103	392	+18.8	166	- 6.2
Buffalo	11	10	293	14	72	120	134	136	52	81	462	+57.7	133	-30.7
Chicago	76	9	1,775	12	251	406	352	379	256	390	1,482	+34.5	646	-14.7
Cleveland	30	9	425	14	102	175	154	143	97	146	574	+35.1	243	-12.3
Detroit	46	13	1,181	19	239	404	337	379	219	326	1,379	+16.8	555	-15.7
Los Angeles	31	11	797	13	214	296	276	256	222	264	1,032	+47.7	486	- 6.5
Milwaukee	17	15	394	22	81	162	156	156	78	137	555	+40.9	215	-11.5
New York	176	9	3,572	15	908	1,103	1,000	1,836	853	1,015	4,246	+18.9	1,868	- 9.1
Philadelphia	38	8	551	10	133	192	154	207	113	156	686	+24.5	269	-17.8
Pittsburgh	22	19	742	31	205	350	288	273	181	279	1,117	+50.5	460	-17.5
San Francisco	27	19	1,037	35	301	346	336	329	276	300	1,318	+26.5	576	-11.0
St. Louis	20	9	641	15	153	213	175	159	164	183	700	+ 9.2	347	- 5.2

* *States and cities with a sample of less than ten percent of the 1935 sales are not shown separately. Data for such states are included in the totals of their respective geographic divisions.*

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

HAY, GRAIN AND FEED STORES

Slightly more than 1,200 hay, grain and feed stores throughout the country, with aggregate sales in 1937 of $78,516,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 21.6 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 20.6 percent and the second quarter a loss of 22.4 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 24.1 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 25.6 percent; second quarter, 30.3 percent; third quarter, 23.3 percent; fourth quarter, 20.8 percent. All geographic divisions show sales increases from 1935 to 1937, with four States (Colorado, Delaware, Nebraska and South Dakota) and the District of Columbia showing decreases for the same period. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from 15.8 for the South Atlantic Division to 34.9 percent for the West North Central Division. Included among the 1,205 identical stores are 343 identical units of chains. Sales of these identical chain units totalled $35,917,000 in 1937, an increase of 27.7 percent over their sales in 1935.

Pay Roll

Of the 1,205 stores included in the Survey, 140 reported no paid employees. The remaining 1,065 stores reported pay roll, exclusive of the services of proprietors, to the amount of $3,905,000 for 1937, representing an increase of 14.9 percent over their pay roll for 1935. They reported a total pay roll of $1,918,000 for the first half of 1938, a decrease of five-tenths of 1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+24.1	+14.9
First half 1938 compared with first half 1937	-21.6	- 0.5

Size of Sample

The stores included in this Survey constitute a sample of 18 percent in sales and 11 percent in number of all hay, grain and feed stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	11,132	10,126	1,006	$346,667	$291,224	$55,443
1937 Survey	1,205	862	343	63,270	35,148	28,122
Percent Sample	11%	9%	34%	18%	12%	51%

Attached are tables showing sales and pay roll for each quarter by geographic divisions and States. Because of the small number of chain units included in the Survey, separate figures for independents and chains can be shown only for the United States and three of the nine geographic divisions. Also, separate figures are not shown in the tables for States and cities with less than 10 stores reporting, or for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report represent 1,205 hay, grain and feed stores, for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by all retail hay, grain and feed stores, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions and States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

HAY, GRAIN AND FEED STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS AND STATES.

DIVISION AND STATE *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	1,803	11	$63,270	18	$20,073	$23,831	$18,899	$16,311	$15,931	$18,484	$78,516	+24.1	$34,415	-21.6
Independents	862	9	35,148	12	11,068	12,886	9,811	8,834	8,619	9,926	42,599	+21.2	18,543	-22.6
Chains	543	54	28,122	31	9,007	10,943	8,488	7,477	7,314	8,558	35,917	+27.7	15,872	-20.3
NEW ENGLAND	224	24	17,823	38	3,207	6,586	3,060	4,398	4,347	5,372	21,445	+20.3	9,719	-17.6
Independents	76	13	4,697	19	1,309	1,576	1,284	1,183	1,099	1,354	5,350	+13.9	2,451	-14.9
Chains	148	45	13,126	60	3,908	3,010	3,776	3,407	3,250	4,018	16,093	+22.6	7,268	-18.4
Connecticut	24	13	2,822	26	688	790	634	366	320	575	2,818	+15.5	1,195	-15.4
Maine	33	18	2,580	32	773	893	721	662	605	704	3,051	+18.3	1,309	-21.5
Massachusetts	108	39	8,327	54	2,347	2,982	2,263	2,056	1,933	2,314	9,550	+15.9	4,259	-19.9
New Hampshire	38	38	2,650	48	638	1,161	912	765	693	1,010	3,694	+29.4	1,703	-15.7
Vermont	22	12	1,164	17	373	427	313	348	364	408	1,463	+25.7	772	- 3.5
MIDDLE ATLANTIC	261	13	11,731	15	3,598	4,377	3,310	3,093	3,002	3,735	14,378	+24.3	6,737	-17.6
Independents	219	12	9,483	14	2,817	3,556	2,636	2,474	2,373	2,978	11,323	+21.3	5,351	-16.6
Chains	42	27	2,248	32	781	821	674	619	629	757	3,055	+35.9	1,386	-21.5
New Jersey	22	10	1,286	14	374	505	325	340	325	400	1,818	+25.3	725	-17.3
New York	117	12	6,339	14	1,961	2,441	1,648	1,663	1,677	2,027	7,707	+21.6	3,704	-15.9
Pennsylvania	122	14	4,106	18	1,263	1,631	1,273	1,090	1,000	1,308	5,239	+28.1	2,308	-20.2
EAST NORTH CENTRAL	256	10	9,370	14	3,169	3,908	2,719	2,806	2,358	2,804	12,002	+28.1	5,162	-27.1
Independents	180	8	5,777	10	1,977	2,497	1,749	1,459	1,521	1,792	7,682	+33.0	3,313	-26.0
Chains	56	25	3,393	36	1,192	1,411	970	747	837	1,012	4,320	+20.8	1,849	-29.0
Illinois	38	6	1,131	15	381	436	300	275	280	331	1,390	+22.9	611	-25.2
Indiana	43	9	1,136	10	408	483	428	261	309	349	1,580	+36.7	658	-26.2
Ohio	64	11	3,303	16	1,018	1,279	1,056	789	808	996	4,142	+25.4	1,794	-21.9
Wisconsin	73	15	3,351	19	1,304	1,494	788	765	843	966	4,251	+26.9	1,809	-35.0
WEST NORTH CENTRAL	149	8	6,943	16	2,166	2,471	1,989	1,454	1,363	1,636	8,080	+16.4	3,019	-34.9
Iowa	26	7	802	11	259	329	209	184	174	229	981	+22.3	403	-31.8
Minnesota	45	15	2,320	32	772	923	829	634	379	698	3,228	+39.1	1,077	-27.6
Missouri	40	7	2,017	14	653	642	333	342	343	369	2,192	+ 8.7	712	-45.0
SOUTH ATLANTIC	80	9	3,380	13	1,092	1,231	914	830	1,000	937	4,067	+20.3	1,937	-13.8
Florida	18	9	764	14	293	252	175	210	301	223	910	+19.1	524	- 0.8
Virginia	17	10	839	16	299	301	236	200	241	211	1,036	+23.3	452	-24.7
West Virginia	21	13	392	23	170	263	172	154	164	213	739	+25.2	377	-12.9
EAST SOUTH CENTRAL	22	3	853	9	364	364	273	249	303	289	1,270	+48.9	592	-20.9
Tennessee	10	6	567	13	250	281	208	178	224	213	911	+60.7	437	-17.7
WEST SOUTH CENTRAL	66	6	2,860	11	971	987	731	736	716	703	3,425	+19.8	1,419	-27.5
Oklahoma	19	7	1,300	27	459	440	335	340	306	321	1,394	+22.6	627	-30.3
MOUNTAIN	29	8	1,051	9	335	340	268	290	246	251	1,233	+17.3	497	-26.4
PACIFIC	138	13	9,257	23	3,173	3,347	3,033	2,851	2,596	2,717	12,416	+34.1	5,313	-18.5
California	100	15	7,336	27	2,586	2,687	2,444	2,326	2,106	2,190	10,043	+36.9	4,296	-18.3
Oregon	16	8	865	13	259	318	284	228	228	241	1,083	+25.2	469	-17.9
Washington	22	11	1,056	13	328	348	307	307	262	286	1,290	+22.2	548	-18.9

* *States with less than ten stores reporting or with a sample of less than ten percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

HAY, GRAIN AND FEED STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS AND STATES.

DIVISION AND * STATE	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	1,805	1,665	140	$918,916	$1,009,010	$977,258	$1,000,214	$932,750	$984,689	$3,905,398	+14.9	$1,917,379	- 0.5
Independente	862	722	140	508,123	530,223	530,774	553,097	508,635	532,251	2,116,217	+16.1	1,040,886	+ 0.8
Chains	943	943	--	410,793	478,787	446,484	447,117	424,115	452,578	1,789,181	+15.6	876,493	- 2.1
NEW ENGLAND	224	213	11	282,600	301,771	299,894	309,721	288,074	298,987	1,191,986	+ 8.7	575,061	- 1.4
Independente	76	65	11	78,283	81,985	83,309	89,086	76,125	78,178	332,515	+ 9.1	154,303	- 3.7
Chains	148	148	--	204,317	219,786	216,585	218,683	205,949	214,809	859,371	+ 8.6	420,758	- 0.8
Connecticut	24	23	1	40,354	42,766	43,719	44,906	39,599	42,482	172,745	+10.7	82,081	- 1.3
Maine	33	28	5	29,896	32,138	33,460	34,079	30,771	32,256	129,887	+10.6	63,027	+ 1.6
Massachusetts	102	98	4	141,139	149,429	146,439	149,145	139,308	139,667	586,152	+ 5.3	278,975	- 4.0
New Hampshire	38	37	1	39,709	44,196	44,324	41,639	39,233	43,896	169,000	+17.1	83,119	- 0.9
Vermont	22	22	--	17,849	18,579	18,429	19,678	19,254	20,233	74,535	+ 7.0	39,467	+ 8.4
MIDDLE ATLANTIC	261	224	37	169,672	183,040	181,950	188,576	181,074	190,614	724,038	+16.9	371,688	+ 5.1
Independente	219	182	37	117,486	124,903	124,644	133,393	125,726	132,662	500,427	+14.5	258,388	+ 6.6
Chains	42	42	--	52,186	58,937	57,305	55,183	55,348	57,952	223,611	+22.7	113,300	+ 2.0
New Jersey	22	19	3	20,019	22,601	23,526	24,628	21,100	23,315	90,748	+24.3	44,415	+ 4.2
New York	117	105	12	86,306	91,218	89,329	97,263	89,990	96,498	364,238	+16.9	186,628	+ 5.1
Pennsylvania	122	100	22	63,345	70,021	69,095	66,591	70,044	70,601	269,052	+14.6	140,645	+ 5.5
EAST NORTH CENTRAL	236	209	27	141,250	159,973	152,705	160,994	145,754	156,229	614,922	+15.1	302,953	+ 0.6
Independente	180	153	27	87,504	97,747	95,657	105,694	93,691	101,662	380,052	+19.2	195,573	+ 5.0
Chains	56	56	--	52,666	62,226	56,048	58,300	52,833	54,567	229,240	+ 8.8	107,380	- 6.5
Illinois	32	28	4	14,951	18,191	15,671	15,082	15,209	15,946	61,835	0.0	31,155	0.0
Indiana	43	39	4	22,847	24,918	25,691	26,985	23,556	24,706	100,441	+31.7	48,262	+ 1.0
Ohio	64	56	8	30,276	35,268	37,489	40,973	33,582	37,483	234,006	+ 5.8	111,165	+ 5.3
Wisconsin	73	67	6	45,018	54,658	45,351	49,435	46,991	49,915	194,462	+23.3	96,906	- 2.8
WEST NORTH CENTRAL	149	125	24	75,108	100,429	78,799	76,717	75,151	89,806	331,053	+17.1	164,957	- 6.0
Iowa	26	19	7	7,544	7,911	7,716	7,840	7,906	8,771	31,011	+ 8.0	16,677	+ 7.9
Minnesota	45	42	3	34,449	56,018	38,612	37,620	34,672	46,431	166,699	+27.7	81,103	-10.4
Missouri	40	36	4	18,741	18,798	18,193	17,563	17,290	17,590	73,835	+11.6	34,680	- 7.1
SOUTH ATLANTIC	80	69	11	52,517	60,363	54,663	56,257	53,242	57,752	223,820	+15.6	110,994	- 1.7
Florida	18	14	4	10,831	13,123	11,300	12,304	12,116	12,439	47,578	+ 8.9	24,605	+ 2.7
Virginia	17	13	4	10,556	12,432	10,808	10,916	9,794	11,666	44,712	+10.0	21,460	- 7.5
West Virginia	21	19	2	9,523	11,566	10,393	10,149	9,894	9,838	41,631	+22.1	19,732	- 6.4
EAST SOUTH CENTRAL	22	19	3	12,138	14,275	13,334	12,958	13,065	13,176	52,705	+21.9	26,261	- 0.6
Tennessee	10	10	--	8,307	10,430	9,825	9,334	9,457	9,667	37,654	+26.9	19,124	+ 1.8
WEST SOUTH CENTRAL	66	61	5	47,984	47,415	45,926	47,642	46,173	47,641	186,943	+24.3	93,814	- 1.7
Oklahoma	19	19	--	23,063	23,282	21,962	23,139	21,498	21,830	89,704	+23.1	43,328	- 6.3
MOUNTAIN	29	26	3	16,080	16,182	16,980	16,048	14,583	15,168	65,230	+24.1	29,751	- 7.8
PACIFIC	138	119	19	121,567	124,762	133,071	133,301	120,644	121,456	518,701	+20.8	242,100	- 1.7
California	100	86	14	90,094	90,897	97,540	98,088	88,929	88,876	376,619	+19.8	177,805	- 1.8
Oregon	16	14	2	11,264	12,299	14,043	13,555	11,567	12,051	51,161	+17.3	23,618	+ 0.2
Washington	22	19	3	20,209	21,566	21,488	21,658	20,148	20,529	84,921	+27.9	40,677	- 2.6

*States with less than ten stores reporting or with a sample of less than ten percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

HEATING AND PLUMBING EQUIPMENT DEALERS

More than 400 heating and plumbing equipment dealers throughout the country, with aggregate sales in 1937 of $14,462,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 13.8 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 9.4 percent and the second quarter a loss of 17.2 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 44.0 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 18.2 percent; second quarter, 23.9 percent; third quarter, 28.0 percent; fourth quarter, 29.9 percent. All geographic divisions show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from three-tenths of 1 percent for the West North Central Division to 19.8 percent for the Mountain Division.

Pay Roll

Of the 413 stores included in the Survey, 11 reported no paid employees. The remaining 402 stores reported pay roll, exclusive of the services of proprietors, to the amount of $3,105,000 for 1937, representing an increase of 48.2 percent over their pay roll for 1935. They reported a total pay roll of $1,250,000 for the first half of 1938, a decrease of 7.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+44.0	+48.2
First half 1938 compared with first half 1937	-13.8	- 7.7

Size of Sample

The stores included in this Survey constitute a sample of 11 percent in sales and 8 percent in number of all heating and plumbing equipment stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	5,025	$89,477,000
1937 Survey	413	10,041,000
Percent Sample	8%	11%

The classification "Heating and plumbing equipment dealers", for Census purposes, includes only those dealers whose receipts are derived primarily from the retail sales of plumbing, heating and air-conditioning equipment as such, rather than from installation and repair work. Attached are tables showing sales and pay roll by quarters for each geographic division, with the exception of the East and West South Central Divisions, which are shown in combination because of the small number of stores included in the sample.

Scope of Survey

The data contained in this report were supplied by 413 heating and plumbing equipment dealers, who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail heating and plumbing trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Goenell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

HEATING AND PLUMBING EQUIPMENT DEALERS

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	415	8	$10,041	11	$5,627	$5,458	$4,052	$4,385	$2,380	$2,863	$14,468	+44.0	$5,243	-13.8
New England	58	10	1,457	12	413	463	587	629	343	391	2,092	+43.6	734	-16.2
Middle Atlantic	85	7	2,642	10	608	866	952	942	539	748	3,378	+27.9	1,287	-12.7
East North Central	106	8	2,153	10	559	767	956	1,102	530	612	3,384	+57.2	1,142	-15.9
West North Central	47	6	591	7	127	172	252	279	140	156	840	+42.1	296	- 0.3
South Atlantic	29	11	1,148	19	315	446	438	502	274	378	1,695	+47.6	652	-14.3
East South Central and West South Central	21	7	381	9	126	139	138	152	134	121	585	+53.5	255	- 3.8
Mountain	15	10	415	17	105	127	170	166	95	93	568	+36.9	186	-19.8
Pacific	60	11	1,254	15	374	478	545	585	327	368	1,920	+53.1	689	-19.1

HEATING AND PLUMBING EQUIPMENT DEALERS

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF)AND 1937 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS.

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Payroll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	413	402	11	$680,496	$733,868	$826,313	$984,665	$604,022	$646,426	$3,195,269	+48.2	$1,250,448	- 7.7
New England	58	50	8	95,597	105,966	120,501	132,959	92,135	94,123	452,825	+59.9	186,255	- 5.8
Middle Atlantic	83	79	4	159,561	153,930	175,850	191,537	132,868	143,147	650,878	+52.0	276,015	- 2.6
East North Central	105	102	4	147,300	156,401	184,476	227,072	139,972	155,172	725,249	+56.8	294,744	- 6.1
West North Central	47	47	--	27,666	35,956	49,755	48,583	29,636	36,368	161,960	+43.2	66,004	+ 5.7
South Atlantic	29	29	--	87,584	107,760	122,778	135,095	80,761	88,555	453,155	+54.1	169,316	-15.4
East South Central and West South Central	21	21	--	27,154	29,905	31,306	36,091	26,991	28,056	123,456	+80.5	55,047	- 3.5
Mountain	15	15	--	24,933	29,147	33,316	32,790	23,072	24,366	119,188	+47.5	47,438	-12.3
Pacific	60	59	1	82,960	104,793	109,327	121,478	79,187	76,640	418,558	+61.7	156,027	-16.9

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

Immediate
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DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

JEWELRY STORES (EXCEPT JEWELRY CHAINS)

More than 1,200 independent jewelry stores throughout the country, with aggregate sales in 1937 of $47,727,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 14.5 percent as compared with their sales for the same period of 1937. The first quarter showed a loss of 11.8 percent, and the second quarter showed a loss of 16.6 percent in comparison with the corresponding quarters of 1937.

Compared with 1935, the latest year covered by a regular business census, their 1937 sales represent an increase of 30.5 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison of stores and sales, excluding chains, follows:

	Stores	Sales	Change from Preceding Period
1929 Census	19,628	$502,034,000	--
1933 Census	14,122	164,707,000	-67.2%
1935 Census	12,124	214,003,000	+29.9%
Identical stores included in Survey:			
Year 1935	1,257	36,569,000	--
Year 1937	1,257	47,727,000	+30.5%
First Half 1937	1,257	19,990,000	--
First Half 1938	1,257	17,099,000	-14.5%

Sales

All geographic divisions and all States show sales increases from 1935 to 1937. For the first half of 1938, all geographic divisions show decreases as compared with the first half of 1937, ranging from six-tenths of 1 percent in the West South Central States to 19.8 percent in the Middle Atlantic Division.

Pay Roll

Of the 1,257 retail jewelry stores, 193 reported no paid employees. The remaining 1,064 stores reported pay roll, exclusive of the services of proprietors, to the amount of $7,477,000 for 1937, representing an increase of 23.3 percent over the total for 1935, and $3,593,000 for the first half of 1938, an increase of 3.1 percent over that for the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+30.5	+23.3
First half 1938 compared with first half 1937	-14.5	+ 3.1

Size of Sample

The stores included in the Survey constitute a sample of 17 percent in sales, and 10 percent in number of all independent jewelry stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	12,124	$214,003,000
1937 Survey	1,257	36,569,000
Percent Sample	10%	17%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	13	23	Milwaukee	13	16
Boston	13	30	New York	13	22
Chicago	9	14	Philadelphia	9	23
Cleveland	10	20	Pittsburgh	16	15
Detroit	13	18	St. Louis	15	33
Los Angeles	12	18			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities with five or less stores reporting or for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the respective geographic division totals.

Scope of Survey

The data contained in this report were supplied by 1,257 independent jewelry stores which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail jewelry trade. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which shows the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

JEWELRY STORES (except jewelry chains)

TABLE 1.-SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)					YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT INCREASE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	1,257	10	$36,569	17	$8,844	$11,146	$9,760	$17,977	$7,799	$9,300	$47,727	30.5	$17,099	-14.5
NEW ENGLAND	116	18	4,396	28	986	1,341	1,101	1,894	842	1,040	5,322	21.1	1,882	-19.1
Connecticut	32	15	886	23	214	286	252	408	177	227	1,160	30.9	404	-19.2
Maine	17	14	354	26	64	88	99	133	60	77	384	8.5	137	- 9.9
Massachusetts	49	11	2,740	23	616	856	643	1,204	532	645	3,319	20.3	1,178	-20.2
Vermont	7	13	178	34	45	53	51	72	33	46	219	23.0	79	-17.7
MIDDLE ATLANTIC	341	12	11,187	19	2,941	3,469	2,660	5,229	2,367	2,775	14,299	28.5	5,142	-19.8
New Jersey	44	12	959	18	256	298	278	463	204	256	1,275	33.0	460	-15.7
New York	189	12	7,231	20	1,975	2,260	1,611	3,307	1,514	1,770	9,151	26.6	3,284	-22.4
Pennsylvania	108	11	2,997	17	732	911	771	1,459	649	748	5,873	31.9	1,397	-15.0
EAST NORTH CENTRAL	287	10	6,915	17	1,684	2,221	2,052	5,656	1,433	1,721	9,623	39.2	3,154	-19.2
Illinois	64	10	1,307	15	350	407	438	937	340	414	2,012	45.1	754	- 9.9
Indiana	28	8	668	14	170	208	212	372	143	179	962	44.0	322	-14.8
Michigan	46	10	1,475	17	360	438	446	765	283	332	2,079	40.9	615	-29.1
Ohio	82	11	2,516	20	587	789	715	1,372	482	585	3,463	37.6	1,067	-22.5
Wisconsin	45	11	869	19	197	249	251	410	185	211	1,107	27.4	396	-11.2
WEST NORTH CENTRAL	148	9	3,559	19	793	986	929	1,682	768	924	4,390	23.4	1,692	- 4.9
Iowa	30	8	409	13	94	121	117	207	95	105	539	31.8	198	- 7.9
Kansas	23	11	375	18	86	114	113	175	77	102	488	30.1	179	-10.0
Minnesota	38	11	561	13	127	159	167	242	132	153	695	24.6	285	- 7.4
Missouri	37	11	1,851	21	424	500	430	919	404	496	2,293	23.9	890	- 3.7
Nebraska	15	8	366	16	54	78	67	116	52	66	315	10.1	138	-10.6
SOUTH ATLANTIC	96	9	2,659	18	672	811	740	1,421	608	688	3,644	37.0	1,296	-15.0
Maryland	19	15	654	28	177	198	189	367	161	170	931	42.4	331	-11.7
Virginia	17	10	327	23	104	122	109	421	164	188	1,056	23.3	352	- 3.3
West Virginia	17	12	361	23	80	115	103	215	68	76	515	42.1	144	-26.2
EAST SOUTH CENTRAL	36	8	993	12	215	264	244	490	212	251	1,211	22.0	463	- 2.9
Kentucky	18	9	316	17	60	79	66	166	70	80	371	17.4	150	+ 7.9
Mississippi	8	13	106	15	30	34	34	61	32	34	159	50.0	66	+ 3.1
Tennessee	11	8	476	14	100	130	115	218	88	108	553	16.2	196	-10.9
WEST SOUTH CENTRAL	64	8	2,173	14	489	661	598	1,222	523	620	2,970	36.7	1,143	- 0.6
Arkansas	12	15	322	35	73	99	74	156	72	74	402	24.8	146	-15.1
Louisiana	13	10	445	17	107	142	128	289	113	153	666	50.2	266	+ 6.8
Texas	39	7	1,850	14	277	378	533	701	305	393	1,709	35.6	698	+ 0.5
MOUNTAIN	45	11	1,043	15	234	315	320	546	225	291	1,417	35.6	516	- 6.0
Colorado	16	11	380	14	88	116	144	211	83	106	559	47.1	189	- 7.4
Idaho	8	14	119	20	25	39	36	63	28	31	165	37.0	59	- 7.8
Montana	7	9	162	18	34	42	41	77	32	45	194	19.8	77	+ 1.3
PACIFIC	144	12	3,704	15	832	1,078	1,106	1,833	821	995	4,851	31.0	1,816	- 4.9
California	96	11	2,640	13	565	733	744	1,311	559	675	3,373	27.8	1,234	- 5.4
Oregon	20	13	432	21	108	146	140	210	104	126	604	39.8	230	- 9.4
Washington	28	13	632	22	159	199	222	314	158	194	874	38.3	352	+ 4.1
Cities of more than 500,000 Population														
Baltimore	11	13	417	25	116	122	119	240	113	107	597	43.2	220	- 7.6
Boston	14	13	1,665	30	418	515	415	646	368	435	2,286	22.6	801	-21.9
Chicago	22	9	648	14	169	253	218	355	173	208	995	53.5	381	- 9.7
Cleveland	13	10	584	20	135	189	168	316	126	154	808	38.4	280	-13.6
Detroit	16	15	867	18	231	293	264	476	165	198	1,264	45.8	363	-30.7
Los Angeles	23	12	795	18	183	212	226	434	167	184	1,055	32.7	351	-11.1
Milwaukee	14	13	363	16	87	106	103	194	81	87	490	35.0	168	-13.0
New York	111	13	5,728	28	1,632	1,806	1,176	2,547	1,200	1,364	7,161	25.0	2,564	-25.4
Philadelphia	18	9	1,038	23	237	326	225	490	224	265	1,270	22.3	509	- 9.4
Pittsburgh	11	16	461	15	106	136	124	228	94	111	594	28.9	195	-19.4
St. Louis	15	15	864	33	206	264	188	465	205	246	1,183	30.0	449	- 4.9

+ INCREASE - DECREASE

* *States and cities with five or less stores reporting or with a sample of less than 10 percent of 1935 sales are not shown separately. Data for such States are included in the respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1957-58

RETAIL DISTRIBUTION

JEWELRY STORES (except jewelry chains)

TABLE 2.-PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1957-38						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL	PERCENT CHANGE FROM 1955	PAY ROLL	PERCENT CHANGE FROM FIRST HALF 1957
UNITED STATES	1,259	1,044	193	$1,713,573	$1,769,869	$1,773,880	$2,220,485	$1,804,781	$1,798,074	$7,477,807	+25.3	$3,598,855	+ 5.1
NEW ENGLAND	116	99	17	236,605	230,606	222,050	281,303	231,644	218,659	970,764	+22.9	450,303	- 5.6
Connecticut	32	27	5	68,724	58,695	51,864	70,408	68,822	67,719	223,225	+21.8	96,539	- 5.3
Maine	17	15	2	15,411	14,746	14,976	17,230	13,385	14,320	62,363	+ 9.7	27,645	- 6.5
Massachusetts	49	43	6	155,370	143,755	135,757	189,600	147,995	135,998	608,413	+24.4	283,788	- 4.8
Vermont	7	6	1	10,744	10,975	10,914	14,417	13,979	10,496	46,630	+51.8	24,475	+14.8
MIDDLE ATLANTIC	341	283	58	502,908	524,321	516,147	618,183	515,671	509,958	2,161,556	+17.8	1,025,629	- 0.1
New Jersey	44	39	5	43,147	45,644	46,993	52,854	44,936	45,017	187,638	+23.8	89,953	+ 1.3
New York	189	156	53	325,008	336,708	326,842	401,929	318,425	322,709	1,390,487	+22.2	641,134	- 5.1
Pennsylvania	108	88	20	134,747	141,969	142,312	164,030	152,310	142,232	583,456	+ 7.0	294,742	+ 6.3
EAST NORTH CENTRAL	267	231	36	341,348	351,515	362,103	468,478	359,662	348,476	1,525,442	+29.0	708,138	+ 2.2
Illinois	64	54	10	57,061	57,866	62,492	93,139	66,254	60,201	249,960	+26.3	126,455	+12.4
Indiana	28	28	-	34,643	33,720	34,628	58,243	35,786	33,524	161,231	+37.6	69,310	+ 1.4
Michigan	48	41	7	69,450	73,544	73,257	98,660	70,949	67,669	314,951	+28.9	138,618	- 5.1
Ohio	82	72	10	153,499	142,776	146,613	179,289	137,518	141,715	608,177	+29.5	279,251	+ 1.1
Wisconsin	45	36	9	46,695	44,805	45,118	59,127	47,155	45,369	190,145	+24.5	92,504	+ 1.8
WEST NORTH CENTRAL	148	117	31	158,709	160,379	161,097	201,156	176,922	170,842	681,341	+20.1	347,764	+ 9.0
Iowa	30	27	3	14,493	14,785	14,596	18,680	16,108	15,445	62,494	+12.4	31,553	+ 7.8
Kansas	25	19	6	12,124	12,156	14,003	16,600	14,309	14,580	54,883	+10.5	28,889	+10.7
Minnesota	38	26	12	23,406	24,803	26,097	29,967	25,798	26,766	104,833	+14.2	52,564	+ 9.0
Missouri	37	28	9	93,237	93,052	92,763	120,114	105,074	99,647	401,166	+26.5	204,721	+ 7.7
Nebraska	15	12	3	13,698	11,886	11,713	15,795	15,647	14,846	53,962	+ 9.4	28,195	+10.2
SOUTH ATLANTIC	96	88	8	134,229	151,935	140,736	176,368	144,358	159,627	603,268	+24.8	303,979	+ 6.2
Maryland	19	19	-	33,806	35,124	35,303	56,823	37,313	39,189	160,196	+24.8	76,502	+11.8
Virginia	17	17	-	29,866	33,605	41,011	46,706	41,436	37,893	152,988	+ 7.0	79,329	+ 4.7
West Virginia	17	14	3	18,119	16,845	17,056	17,876	17,409	15,838	69,896	+26.6	33,244	- 4.9
EAST SOUTH CENTRAL	56	51	5	44,655	44,899	44,730	50,434	46,742	46,572	184,136	+ 8.9	93,314	+ 4.3
Kentucky	12	11	1	9,616	9,982	10,003	14,255	12,245	12,466	48,056	- 0.3	24,731	+26.8
Mississippi	8	5	3	5,215	5,219	4,956	5,044	4,130	4,141	21,234	+16.0	8,279	-20.7
Tennessee	11	11	-	22,995	22,864	23,015	25,445	23,878	25,416	94,517	+ 9.2	47,294	+ 3.1
WEST SOUTH CENTRAL	64	56	8	98,827	104,152	111,543	143,851	113,893	116,343	458,375	+35.2	230,236	+13.4
Arkansas	12	10	2	14,304	14,520	13,996	19,769	16,428	16,698	62,609	+19.9	33,126	+14.9
Louisiana	13	12	1	27,631	27,074	30,618	34,247	30,382	30,620	119,570	+56.7	61,002	+18.5
Texas	39	34	4	56,408	57,615	61,126	89,075	61,804	63,826	276,248	+31.2	136,500	+13.2
MOUNTAIN	45	37	8	42,433	45,114	43,419	57,301	47,007	45,152	196,467	+26.7	92,159	+ 7.7
Colorado	16	15	1	15,440	16,091	17,926	24,049	21,429	17,702	73,506	+20.1	39,131	+24.1
Idaho	8	6	2	3,076	3,497	3,569	4,480	3,492	3,905	14,562	+64.1	7,397	+12.5
Montana	7	6	1	4,366	4,629	4,895	6,248	4,529	5,361	20,338	+12.1	9,890	+ 7.6
PACIFIC	144	123	21	153,865	169,330	171,438	213,011	168,638	172,465	697,861	+28.2	341,100	+ 8.8
California	96	81	15	112,800	127,803	127,935	162,057	122,963	127,453	497,085	+23.7	250,416	+ 9.1
Oregon	20	18	2	15,946	17,969	18,476	22,897	17,383	18,177	74,676	+34.4	35,560	+ 4.9
Washington	28	24	4	25,119	23,554	25,301	44,191	29,193	31,525	124,145	+44.5	60,518	+17.5
Cities of more than 500,000 Population													
Baltimore	11	11	-	20,525	22,256	21,992	40,916	24,329	25,455	105,689	+17.2	49,782	+16.4
Boston	14	12	2	119,067	108,295	100,870	180,946	115,080	101,511	448,578	+27.8	216,591	- 4.7
Chicago	23	21	2	26,403	27,803	31,097	36,031	29,990	29,669	121,325	+30.5	59,659	+10.1
Cleveland	13	13	-	34,465	33,856	37,169	42,435	34,579	34,398	149,925	+25.0	69,387	- 1.4
Detroit	16	16	-	42,714	44,550	44,257	64,171	41,101	37,959	195,692	+30.5	79,060	- 9.4
Los Angeles	23	21	2	36,851	37,407	39,096	45,064	39,600	39,055	158,428	+39.6	78,655	+ 5.9
Milwaukee	14	11	3	25,080	22,804	22,756	31,808	25,768	22,805	102,248	+30.6	48,573	+ 0.6
New York	111	90	21	256,890	255,317	256,012	316,106	247,114	246,854	1,092,525	+23.3	499,968	- 5.1
Philadelphia	18	17	1	61,676	66,849	67,084	75,024	71,603	68,660	276,633	+ 2.6	140,263	+ 7.5
Pittsburgh	11	10	1	19,998	18,803	20,587	24,185	25,218	19,835	83,975	+17.7	45,053	+16.1
St. Louis	13	11	4	46,231	46,822	44,804	63,867	53,384	49,662	201,724	+22.8	103,046	+10.7

+ INCREASE - DECREASE

* *States and cities with five or less stores reporting or with a sample of less than 10 percent of 1935 sales are not shown separately. Data for such States are included in the respective geographic division total.*

Immediate
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DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

LUGGAGE STORES

Slightly more than 100 luggage stores throughout the country, with aggregate sales in 1937 of $4,320,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 13.5 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 14.9 percent and the second quarter a loss of 12.4 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 21.0 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 16.8 percent; second quarter, 22.9 percent; third quarter, 22.2 percent; fourth quarter, 38.1 percent. All geographic divisions show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 3.7 percent for the Pacific Division to 22.5 percent for the East North Central Division.

Pay Roll

Of the 103 stores included in the Survey, 11 reported no paid employees. The remaining 92 stores reported pay roll, exclusive of the services of proprietors, to the amount of $656,000 for 1937, representing an increase of 26.9 percent over their pay roll for 1935. They reported a total pay roll of $318,000 for the first half of 1938, an increase of 4.5 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+21.0	+26.9
First half 1938 compared with first half 1937	-13.5	+ 4.5

Size of Sample

The stores included in this Survey constitute a sample of 22 percent in sales, and 12 percent in number of all luggage stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	829	$16,230,000
1937 Survey	103	3,570,000
Percent Sample	12%	22%

Attached are tables showing sales and pay roll by quarters for each geographic division, with the exception of the East and West South Central Divisions and the Mountain Division, for which the figures are combined because of the small number of stores included in the sample.

Scope of Survey

The data contained in this report were supplied by 103 luggage stores, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail luggage trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

LUGGAGE STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	103	12	$3,570	22	$725	$990	$960	$1,645	$617	$867	$4,320	+21.0	$1,484	-13.5
New England	7	12	270	25	56	68	67	137	46	61	328	+21.5	107	-13.7
Middle Atlantic	34	10	857	13	169	223	215	352	138	200	959	+11.9	338	-13.8
East North Central	21	15	601	22	140	202	190	321	113	152	853	+41.9	265	-22.5
West North Central	10	(1)	308	(1)	63	90	93	128	57	77	374	+21.4	134	-12.4
South Atlantic	8	(1)	974	(1)	192	252	231	462	160	238	1,137	+16.7	398	-10.4
East South Central, West South Central and Mountain	7	(1)	210	(1)	40	57	59	92	35	50	248	+18.1	85	-12.4
Pacific	16	15	350	21	65	98	105	153	68	89	421	+20.3	157	- 3.7

(1) Data not available.

LUGGAGE STORES

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Payroll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	103	92	11	$148,396	$155,338	$151,433	$200,979	$171,450	$146,097	$655,746	+25.9	$317,547	+ 4.5
New England	7	6	1	14,700	16,226	16,490	19,351	15,330	15,759	66,767	+25.2	31,089	+ 0.5
Middle Atlantic	34	26	8	32,088	30,470	29,485	39,528	36,707	28,577	131,511	+ 1.5	65,284	+ 4.5
East North Central	21	20	1	25,242	26,230	26,371	35,717	24,310	24,533	113,560	+34.2	48,843	- 5.1
West North Central	10	10	--	14,845	15,182	15,630	18,548	14,915	14,049	64,205	+29.6	29,764	- 0.9
South Atlantic	8	8	--	42,152	47,141	42,616	58,881	51,199	43,415	190,790	+46.8	104,614	+17.2
East South Central, West South Central and Mountain	7	7	--	10,091	10,209	10,711	16,038	10,664	10,474	47,049	+29.5	21,138	+ 4.1
Pacific	16	15	1	9,338	9,880	10,130	12,516	8,325	8,490	41,864	+23.5	16,815	-12.5

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

LUMBER AND BUILDING MATERIAL DEALERS (CHAINS ONLY)

Ninety-five lumber and building material chain organizations, operating 1,210 establishments throughout the country with aggregate sales of $61,819,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were within 9.7 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 5.1 percent and the second quarter a loss of 12.9 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 35.7 percent as compared with a total of $45,545,000 for 1,212 establishments in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 19.6 percent; second quarter, 27.8 percent; third quarter, 28.2 percent; fourth quarter, 24.4 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from 2.6 percent for the East and West South Central Divisions combined, to 18.4 percent for the East North Central Division.

Pay Roll

Pay roll (not including central-office pay roll) amounted to $6,408,000 for 1937, representing an increase of 32.2 percent over the total for 1935. For the first half of 1938 a pay roll of $3,036,000 was reported, an increase of 1.2 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+35.7	+32.2
First half 1938 compared with first half 1937	- 9.7	+ 1.2

Size of Sample

The establishments included in this Survey constitute a sample of 22 percent in sales, and 22 percent in number of all lumber and building material chain establishments shown in the 1935 Census. A summary follows:

	Establishments	Sales in 1935
1935 Census	5,619	$206,097,000
1937 Survey	1,212	45,545,000
Percent Sample	22%	22%

Identical Chain Units (establishments)

Tables are shown in this report for 1,041 identical chain units for which separate and comparable data are available for both 1937 and 1935. A similar report for identical independent establishments in the lumber and building material trade was issued recently. Following is a comparison of percentage changes in sales and pay roll for identical chain organizations, chain units and independent establishments:

	Percent Change			
	Year 1935 to Year 1937		First Half 1937 To First Half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Identical chain organizations (95)	+35.7	+32.2	- 9.7	+1.2
Identical chain units (1,041)	+35.7	+37.2	- 9.3	+0.9
Identical independent establishments (2,340)	+46.3	+46.6	-17.3	-2.7

Tables 1 and 2 show sales and pay roll for identical chains, by quarters and geographic divisions and Tables 1A and 2A show the same information for the 1,041 identical chain units.

Scope of Survey

The data contained in this report were supplied by 95 lumber and building material chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by lumber and building material retail chains, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the establishments included, percentage columns are carried in the accompanying sales tables which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail Trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

LUMBER AND BUILDING MATERIAL DEALERS *(chains only)*

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Size and Proportion Of Sample			Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported 1937-38	Number Of Units Reported 1935	1935 Sales Of Units Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First-Half 1937
UNITED STATES	95	1,210	1,212	$45,545	22.1	$12,097	$17,209	$17,414	$15,099	$11,480	$14,987	$61,819	+35.7	$26,467	- 9.7
New England, Middle Atlantic and South Atlantic	4	31	30	2,407	15.8	668	1,044	1,000	912	561	849	3,624	+50.6	1,430	-16.5
East North Central	17	127	129	5,710	16.5	1,641	2,307	2,360	1,988	1,370	1,858	8,296	+45.3	3,228	-18.4
West North Central	36	437	432	11,759	17.5	2,742	4,088	4,329	3,909	2,641	3,670	15,068	+28.1	6,311	- 7.6
East South Central and West South Central	25	334	343	10,662	26.7	2,982	4,156	4,166	3,422	3,228	3,729	14,728	+38.1	6,957	- 2.6
Mountain	16	161	159	6,209	38.3	1,565	2,437	2,425	2,064	1,418	1,883	8,491	+36.8	3,301	-17.5
Pacific	12	120	119	8,798	26.7	2,499	3,175	3,134	2,804	2,242	3,004	11,612	+32.0	5,246	- 7.5

LUMBER AND BUILDING MATERIAL DEALERS *(chains only)*

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported 1937-38	Number Of Units Reported 1935	Pay Roll By Quarters, 1937-38 (see note) First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Year 1937 Pay Roll (see note)	Year 1937 Percent Change From 1935	First Half 1938 Pay Roll (see note)	First Half 1938 Percent Change From First-Half 1937
UNITED STATES	95	1,210	1,212	$1,414,424	$1,585,289	$1,603,438	$1,805,016	$1,459,514	$1,576,322	$6,408,161	+32.2	$3,035,836	+ 1.2
New England, Middle Atlantic and South Atlantic	4	31	30	97,495	114,691	115,374	143,380	98,937	115,756	470,880	+43.5	214,693	+ 1.2
East North Central	17	127	129	210,250	230,436	241,439	277,050	206,569	218,510	959,185	+47.1	425,099	- 3.5
West North Central	36	437	432	311,361	330,330	342,394	432,907	321,984	334,763	1,416,992	+26.6	656,747	- 2.3
East South Central and West South Central	25	334	343	314,144	362,521	342,882	361,491	335,484	362,049	1,381,038	+24.8	697,533	+ 3.1
Mountain	16	161	159	179,675	200,259	205,114	231,493	180,656	194,476	816,529	+42.5	375,132	- 1.3
Pacific	12	120	119	301,489	347,054	356,229	358,765	315,864	350,768	1,363,537	+27.9	666,632	+ 2.8

Note: Pay roll does not include compensation for the personnel of central offices.

States Comprising Geographic Divisions:

NEW ENGLAND–Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC–N. J., N. Y., Pa.
EAST NORTH CENTRAL–Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL–Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC–Del., D. C. Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL–Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL–Ark., La., Okla., Tex.
MOUNTAIN–Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC–Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

LUMBER AND BUILDING MATERIAL DEALERS (chains only)

TABLE 1A.–SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size and Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	1,041	19	$39,656	19	$10,445	$14,960	$15,199	$15,165	$9,922	$13,115	$55,769	+35.7	$23,037	- 9.5
New England, Middle Atlantic and South Atlantic	23	14	1,748	11	453	634	799	710	406	675	2,996	+60.0	1,081	-16.0
East North Central	118	15	5,309	15	1,512	2,186	2,258	1,909	1,328	1,826	7,845	+47.8	3,154	-14.7
West North Central	365	14	10,192	15	2,322	3,418	3,700	5,575	2,232	3,102	12,815	+25.7	5,334	- 7.1
East South Central and West South Central	287	24	3,915	22	2,421	3,397	3,368	2,742	2,625	3,084	11,888	+55.5	5,707	- 1.2
Mountain	141	34	5,745	35	1,333	2,128	2,114	1,774	1,217	1,627	7,349	+27.9	2,844	-17.8
Pacific	109	21	7,727	23	2,404	3,037	2,980	2,655	2,116	2,801	11,076	+43.3	4,917	- 9.6

LUMBER AND BUILDING MATERIAL DEALERS (chains only)

TABLE 2A.–PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey	Pay Roll By Quarters, 1937-38						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll	Percent Change From 1935	Pay Roll	Percent Change From First Half 1937
UNITED STATES	1,041	$1,243,081	$1,366,175	$1,413,217	$1,400,668	$1,276,700	$1,578,425	$5,645,141	+57.2	$2,855,125	+ 0.9
New England, Middle Atlantic and South Atlantic	23	73,724	90,267	90,465	115,820	74,518	98,944	370,274	+53.0	165,462	- 0.3
East North Central	118	193,515	215,367	224,820	264,904	195,949	210,256	896,506	+50.3	406,205	- 0.2
West North Central	365	265,435	290,119	288,442	371,887	270,530	281,293	1,203,881	+23.5	551,823	+ 1.5
East South Central and West South Central	287	260,795	295,029	283,782	293,484	274,323	296,091	1,133,090	+25.1	570,414	+ 2.6
Mountain	141	159,860	173,362	181,955	209,559	156,187	168,206	724,726	+39.5	326,595	- 2.0
Pacific	109	291,754	336,041	343,755	345,114	305,193	333,635	1,316,664	+50.3	656,826	+ 1.4

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

LUMBER AND BUILDING MATERIAL DEALERS (EXCEPT CHAINS)

More than 2,300 independent lumber and building material dealers throughout the country, with aggregate sales in 1937 of $193,448,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 17.3 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 14.9 percent and the second quarter a loss of 18.9 percent in comperison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 46.3 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

The classification "Lumber and building material dealers", for Census purposes, represents yards selling lumber and other building materials, lumber yards also carrying builders' hardware, and retail dealers specializing in building materials such as roofing asbestos products, brick and tile, building stone, granite and marble, lime and plaster, nonmetallic roofing materials, sand, gravel, crushed stone, etc.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 19.6 percent; second quarter, 28.9 percent; third quarter, 27.9 percent; fourth quarter, 23.6 percent. All geographic divisions and all States show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 7.3 percent for the West South Central Division to 19.7 percent for the Middle Atlantic Division.

Pay Roll

Of the 2,340 establishments included in the Survey, 76 reported no paid employees. The remaining 2,264 establishments reported pay roll, exclusive of the services of proprietors, to the amount of $27,201,000 for 1937, representing an increase of 46.6 percent over their pay roll for 1935. They reported a total pay roll of $12,265,000 for the first half of 1938, a decrease of 2.7 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+46.3	+46.6
First half 1938 compared with first half 1937	-17.3	- 2.7

Size of Sample

The establishments included in this Survey constitute a sample of 20 percent in sales and 15 percent in number of all lumber and building material establishments (except units of chains) shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	15,530	$660,768,000
1937 Survey	2,340	132,269,000
Percent Sample	15%	20%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample Establishments %	Sales %	City	Size of Sample Establishments %	Sales %
Baltimore	15	11	Milwaukee	20	27
Boston	4	5	New York	14	20
Buffalo	21	12	Philadelphia	17	20
Chicago	18	22	Pittsburgh	33	42
Cleveland	20	10	San Francisco	24	19
Detroit	12	15	St. Louis	21	18
Los Angeles	17	38			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States and cities with five or less establishments reporting, or for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 2,340 lumber and building material dealers, other than units of chains, who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail lumber and building material trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of establishments included in the 1935 Census of Business. Establishments with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some establishments failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the establishments included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

LUMBER AND BUILDING MATERIAL DEALERS *(except chains)*

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,340	15	$132,269	20	$37,968	$53,793	$53,996	$45,689	$32,304	$43,277	$193,448	+46.3	$77,581	-17.3
NEW ENGLAND	129	16	10,123	22	2,531	3,970	3,860	3,219	2,024	3,166	13,600	+34.3	5,190	-18.9
Connecticut	41	23	3,745	29	1,067	1,601	1,605	1,402	891	1,306	5,676	+51.6	2,197	-17.6
Maine	14	11	389	19	134	226	227	203	106	186	792	+34.3	292	-27.9
Massachusetts	56	16	4,604	22	1,016	1,625	1,632	1,364	905	1,354	3,637	+22.4	2,139	-18.5
Rhode Island	7	16	695	15	206	247	247	192	126	172	694	+28.6	300	-34.1
Vermont	7	13	233	13	49	90	66	79	50	76	304	+30.3	126	- 9.4
MIDDLE ATLANTIC	491	18	32,448	23	9,479	14,060	12,653	10,962	7,641	11,831	47,154	+45.3	18,992	-19.7
New Jersey	85	20	7,599	27	2,270	3,169	2,836	2,431	1,668	2,916	10,528	+42.3	4,198	-22.8
New York	207	13	13,231	20	4,319	6,765	5,729	4,908	3,362	5,168	21,549	+41.3	8,730	-20.0
Pennsylvania	201	22	9,618	27	2,890	4,498	4,286	3,603	2,397	3,567	15,077	+33.5	5,964	-17.0
EAST NORTH CENTRAL	630	18	33,654	22	9,241	14,504	15,089	12,403	7,934	11,468	51,179	+52.1	19,402	-18.3
Illinois	189	16	9,936	21	1,788	2,697	2,841	2,423	1,683	2,179	9,749	+40.6	3,862	-13.9
Indiana	94	16	3,993	16	1,089	1,672	2,002	1,574	1,007	1,588	6,537	+63.7	2,595	-14.4
Michigan	130	16	6,093	19	1,739	2,870	2,677	2,213	1,348	2,032	9,184	+50.7	3,400	-21.8
Ohio	173	19	9,043	25	2,763	4,467	4,492	3,484	2,267	3,242	13,206	+46.1	5,509	-22.4
Wisconsin	123	20	7,587	25	1,863	2,892	3,037	2,711	1,629	2,367	10,503	+38.4	3,996	-16.0
WEST NORTH CENTRAL	346	13	18,528	13	2,754	4,231	4,501	4,070	2,359	3,396	15,556	+24.2	6,133	-12.8
Iowa	86	14	3,824	13	591	979	1,190	1,127	598	895	3,597	+20.6	1,493	- 7.7
Kansas	32	12	1,254	12	303	448	440	364	251	376	1,537	+24.2	629	-16.5
Minnesota	52	13	2,743	16	641	1,006	1,106	983	583	862	3,736	+36.2	1,447	-12.1
Missouri	60	12	2,248	15	519	875	801	604	492	689	2,797	+24.4	1,164	-10.4
Nebraska	31	12	1,376	12	427	446	493	350	343	353	1,918	+21.7	726	-17.0
North Dakota	24	17	644	23	115	188	189	164	104	160	654	+ 1.6	264	-12.3
South Dakota	21	16	839	28	158	293	282	278	163	246	1,007	+20.0	409	- 5.3
SOUTH ATLANTIC	179	12	11,469	16	3,332	4,807	4,438	3,903	3,033	3,788	16,680	+43.4	6,821	-18.2
Florida	40	14	2,356	19	830	905	841	798	753	731	3,374	+43.2	1,484	-14.5
Georgia	20	6	1,016	12	362	380	347	283	253	282	1,372	+34.8	547	-26.3
Maryland	26	17	2,242	28	665	1,063	955	829	631	950	3,632	+62.0	1,581	- 9.6
South Carolina	12	10	704	13	277	299	225	199	161	211	998	+41.8	372	-31.9
Virginia	41	20	2,721	30	691	1,098	1,061	869	642	837	3,709	+36.3	1,479	-16.9
West Virginia	19	12	902	16	238	489	469	357	233	331	1,575	+74.6	366	-24.2
EAST SOUTH CENTRAL	102	11	5,644	16	1,734	2,407	2,338	1,925	1,539	1,869	8,404	+48.9	3,406	-17.8
Alabama	18	11	690	16	294	388	314	294	230	283	1,230	+30.2	483	-22.3
Kentucky	32	10	1,640	17	457	784	791	609	483	621	2,642	+61.1	1,044	-13.9
Mississippi	17	9	1,004	18	311	376	370	307	273	364	1,364	+35.8	550	-19.9
Tennessee	35	13	2,110	20	672	919	863	715	613	716	3,168	+50.1	1,329	-16.5
WEST SOUTH CENTRAL	139	9	7,660	13	2,413	3,000	2,893	2,271	2,385	2,691	10,379	+49.4	5,016	- 7.3
Arkansas	15	8	609	13	204	237	237	162	180	221	860	+41.2	411	- 6.8
Oklahoma	24	10	939	11	230	362	366	294	248	332	1,280	+36.3	472	- 6.3
Texas	97	10	4,760	14	1,581	1,965	1,908	1,486	1,619	1,783	6,940	+45.2	3,402	- 4.1
MOUNTAIN	94	15	5,239	22	1,314	2,159	2,220	1,847	1,228	1,924	7,540	+43.9	3,152	- 9.2
Arizona	7	13	265	11	100	135	118	98	78	94	445	+56.1	172	-26.8
Colorado	22	14	1,171	19	339	491	476	391	323	367	1,717	+46.6	690	-16.8
Idaho	12	17	527	20	157	265	270	230	148	200	922	+75.0	348	-17.5
Montana	20	23	1,226	30	197	353	378	314	190	316	1,244	+ 1.5	506	- 0.3
Utah	18	23	954	28	223	374	375	333	225	320	1,325	+38.9	545	-24.6
Wyoming	10	18	341	22	118	248	307	238	132	204	905	+67.3	336	- 8.2
PACIFIC	230	18	14,064	22	4,970	5,757	6,042	4,967	4,041	5,385	22,736	+61.6	9,567	-18.4
California	154	18	10,617	21	4,014	5,232	4,457	3,689	3,168	4,291	17,538	+65.1	7,473	-19.2
Oregon	27	16	1,267	27	354	527	658	485	301	517	2,064	+81.1	818	-14.8
Washington	49	16	2,180	22	600	998	927	793	568	718	3,158	+50.4	1,276	-14.8
Cities of more than 500,000 Population														
Baltimore	7	15	330	11	94	134	122	120	88	119	470	+42.4	207	- 9.2
Buffalo	7	21	425	12	123	203	104	127	80	142	577	+49.9	222	-31.9
Chicago	20	18	1,789	21	427	654	690	465	327	482	2,136	+94.5	809	-25.2
Cleveland	11	20	630	10	195	294	259	187	138	196	935	+43.8	328	-32.9
Detroit	11	18	1,104	15	419	465	416	371	258	374	1,671	+51.6	632	-31.6
Los Angeles	18	17	2,054	38	836	987	780	674	587	806	3,827	+57.1	1,393	-21.0
Milwaukee	8	20	1,075	27	375	502	475	356	267	383	1,708	+58.9	650	-25.9
New York	68	14	6,151	20	2,134	2,685	2,413	1,959	1,685	2,162	8,991	+46.2	3,847	-20.2
Philadelphia	17	17	1,024	20	279	408	312	322	218	261	1,321	+29.0	473	-31.2
Pittsburgh	9	33	725	48	245	291	336	238	205	259	1,210	+52.2	464	-27.0
San Francisco	10	24	610	19	227	291	230	197	176	228	945	+54.9	398	-23.2
St. Louis	9	21	564	18	136	179	161	121	114	137	598	+ 5.7	251	-20.1

*States and cities with five or less stores reporting or with a sample of less than 10 percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

LUMBER AND BUILDING MATERIAL DEALERS (except chains)

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937		YEAR 1938		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
	2,340	2,264	76	$5,808,717	$6,791,118	$6,984,182	$7,617,369	$5,643,236	$6,421,385	$27,201,386	+46.6	$12,064,621	- 2.7
NEW ENGLAND	129	128	1	451,309	505,421	513,922	620,276	447,897	481,690	2,091,108	+28.1	929,587	- 2.9
Connecticut	41	40	1	164,127	207,876	210,667	268,567	183,983	194,845	830,737	+41.9	378,828	- 2.4
Maine	14	14	--	21,428	25,135	24,304	29,972	22,103	24,286	101,839	+35.9	46,389	- 2.3
Massachusetts	36	36	--	195,918	218,188	224,414	257,581	192,608	212,326	896,231	+16.3	404,934	- 2.2
Rhode Island	7	7	--	31,858	33,923	33,969	37,319	30,837	30,497	136,463	+23.8	60,734	- 6.8
Vermont	7	7	--	9,781	10,866	10,928	16,838	10,379	10,765	46,411	+33.1	21,144	+ 2.4
MIDDLE ATLANTIC	491	481	10	1,521,266	1,840,859	1,891,991	1,967,398	1,335,105	1,736,422	7,231,314	+44.8	3,071,385	- 3.0
New Jersey	93	92	1	327,142	376,936	370,156	412,359	282,761	345,016	1,466,393	+42.9	665,777	- 5.4
New York	207	202	5	733,611	853,305	892,403	921,566	747,393	844,206	3,400,335	+39.3	1,591,599	+ 0.3
Pennsylvania	201	197	4	470,863	610,618	629,432	633,473	464,949	547,200	2,344,586	+43.0	1,014,149	- 6.2
EAST NORTH CENTRAL	630	618	12	1,533,526	1,811,037	1,904,840	2,068,079	1,540,370	1,679,935	7,317,468	+50.7	3,220,305	- 3.7
Illinois	128	122	6	280,683	318,611	321,926	363,289	277,099	289,756	1,286,309	+32.8	566,855	- 5.4
Indiana	94	93	1	178,084	211,888	228,837	260,087	176,383	215,694	875,320	+71.3	390,077	- 1.6
Michigan	110	109	1	248,393	286,004	305,451	347,031	240,670	261,375	1,180,879	+52.6	502,045	- 3.0
Ohio	173	172	1	529,288	607,662	649,256	690,091	527,350	565,043	2,476,271	+53.8	1,092,292	- 3.9
Wisconsin	125	122	3	309,344	386,776	399,402	408,581	318,868	350,069	1,498,103	+37.8	668,937	- 3.9
WEST NORTH CENTRAL	346	314	32	396,180	434,756	454,805	497,790	399,861	419,832	1,783,471	+23.7	819,693	- 1.3
Iowa	66	58	8	77,500	86,401	90,810	107,505	81,463	90,624	364,216	+21.1	172,087	- 3.7
Kansas	52	46	6	76,098	85,154	85,128	88,802	77,023	85,744	350,259	+19.8	78,767	- 0.7
Minnesota	32	27	5	99,956	108,304	118,614	132,723	99,618	99,491	453,577	+36.3	199,105	- 4.4
Missouri	60	53	7	89,617	98,887	105,284	107,314	88,132	92,418	391,217	+21.8	180,550	- 4.2
Nebraska	51	47	4	53,470	58,858	58,932	65,935	53,500	58,977	240,805	+27.8	112,477	- 0.6
North Dakota	24	22	2	18,802	19,103	19,080	20,062	17,614	18,469	76,447	+18.2	36,083	- 3.3
South Dakota	21	19	2	21,297	24,604	25,903	25,863	22,517	24,109	97,667	+26.2	46,624	+ 1.6
SOUTH ATLANTIC	179	176	1	520,497	584,897	595,021	659,283	525,653	565,146	2,359,676	+49.8	1,090,799	- 1.3
Florida	40	39	1	129,186	145,742	145,583	159,748	131,017	137,202	596,563	+45.5	268,219	- 2.8
Georgia	20	20	--	40,313	45,696	44,194	58,771	39,458	40,122	182,974	+35.8	79,574	- 7.5
Maryland	28	28	--	93,536	107,661	110,016	121,119	96,838	111,286	432,332	+53.2	208,124	+ 3.4
South Carolina	12	12	--	38,431	34,691	36,874	41,549	32,860	32,630	151,681	+74.3	65,490	- 0.8
Virginia	41	41	--	109,291	125,751	137,964	142,927	109,868	116,066	515,933	+33.4	227,948	- 3.0
West Virginia	19	19	--	59,918	65,335	67,327	68,987	61,177	70,762	261,567	+65.5	261,929	+ 5.3
EAST SOUTH CENTRAL	102	99	3	256,837	305,493	295,764	330,205	251,408	280,418	1,189,299	+49.8	531,814	- 5.4
Alabama	18	16	2	35,948	40,409	39,821	45,297	35,388	38,717	159,155	+61.8	74,105	- 5.5
Kentucky	38	38	--	85,763	111,097	118,654	115,466	87,821	101,579	424,960	+53.6	189,400	- 3.8
Mississippi	17	17	--	37,575	39,866	34,806	39,851	31,182	33,860	151,498	+27.4	65,042	-16.0
Tennessee	29	28	1	97,511	113,121	102,483	129,591	97,011	106,262	453,686	+54.6	203,267	+ 2.0
WEST SOUTH CENTRAL	139	131	8	279,057	330,468	328,733	396,377	293,418	311,004	1,308,849	+40.2	604,422	+ 2.3
Arkansas	15	15	--	29,211	31,672	31,095	30,759	24,850	28,913	122,737	+30.9	53,763	-11.7
Oklahoma	24	21	3	27,883	32,032	33,969	34,990	29,498	31,184	128,874	+33.5	60,682	+ 1.3
Texas	67	62	5	176,815	198,996	206,292	280,097	196,249	207,087	861,800	+46.5	403,326	+ 7.4
MOUNTAIN	94	92	2	178,441	207,749	210,350	249,412	189,575	201,694	845,952	+43.7	391,269	+ 1.3
Arizona	7	7	--	9,519	12,876	14,228	18,758	12,254	13,284	47,098	+97.7	25,538	+ 6.6
Colorado	22	22	--	50,848	61,404	59,218	64,292	54,087	56,193	235,756	+60.8	110,280	- 1.8
Idaho	12	12	--	21,303	23,371	22,662	25,570	19,922	20,168	92,896	+63.1	40,090	-10.2
Montana	20	18	2	32,190	34,819	35,674	44,365	34,843	35,477	147,850	+12.9	70,320	+ 4.9
Utah	18	18	--	27,455	28,952	29,638	33,081	29,228	31,083	119,354	+51.8	60,311	+ 6.9
Wyoming	10	10	--	18,238	26,031	27,163	28,526	19,239	25,129	99,976	+39.7	44,824	+ 1.3
PACIFIC	230	223	7	661,684	790,824	793,776	828,549	659,977	745,252	3,074,833	+47.9	1,405,229	- 3.2
California	154	151	3	500,665	588,831	590,307	625,548	493,405	554,549	2,284,581	+49.9	1,047,955	- 3.7
Oregon	27	26	1	70,729	92,109	97,455	77,776	71,845	85,523	328,069	+35.5	157,368	- 3.4
Washington	49	46	3	90,470	109,884	106,014	125,225	94,726	105,180	461,543	+47.6	199,906	- 0.2
Cities of more than 500,000 Population													
Baltimore	7	7	--	11,574	13,620	13,347	15,443	12,762	14,091	53,984	+10.3	26,853	+ 6.6
Buffalo	7	7	--	24,864	29,645	29,657	28,690	22,911	27,454	112,856	+44.0	50,365	- 7.6
Chicago	20	20	--	91,037	105,176	101,741	106,785	87,098	93,347	404,739	+29.5	180,445	- 8.0
Cleveland	11	11	--	43,549	48,051	49,156	49,103	38,813	43,491	197,791	+49.9	82,304	-10.9
Detroit	11	11	--	55,458	66,108	66,275	72,543	50,838	57,312	260,384	+56.3	108,150	-11.0
Los Angeles	18	18	--	92,757	103,613	102,808	124,211	94,390	107,674	425,389	+55.2	202,064	+ 1.9
Milwaukee	8	8	--	51,926	63,768	65,072	61,627	52,336	58,597	242,392	+53.7	110,933	- 4.1
New York	68	67	1	320,857	371,479	375,186	358,010	327,052	347,611	1,425,525	+37.6	674,663	- 2.6
Philadelphia	17	17	--	43,144	51,697	51,125	54,005	42,118	48,002	199,971	+17.0	90,120	- 5.0
Pittsburgh	9	8	1	47,093	56,507	57,915	37,539	47,694	45,699	219,052	+62.7	88,393	-14.7
San Francisco	10	10	--	33,976	41,155	37,273	40,906	29,657	33,733	161,414	+69.5	63,390	-15.6
St. Louis	9	9	--	29,473	33,625	29,286	36,824	33,397	33,511	129,218	+10.0	66,908	+ 6.0

*States and cities with five or less stores reporting or with a sample of less than 10 percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

MEAT MARKETS

Nearly 2,300 meat markets throughout the country, with aggregate sales in 1937 of $70,111,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 6.0 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 4.6 percent and the second quarter a loss of 7.2 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 13.1 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survay of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 23.8 percent; second quarter, 24.8 percent; third quarter, 24.6 percent; fourth quarter, 26.8 percent. All geographic divisions show sales increases from 1935 to 1937, with four States (Mississippi, North Caroline, Oklahoma and Virginia) showing decreases for the same period. A comparison of the first half of 1938 with the first half of 1937 shows an increase of eight-tenths of 1 percent for the Mountain Division with decreases for the remaining divisions, ranging from 2.7 percent for the West South Central Division to 12.7 percent for the East South Central Division. Included among the 2,281 identical stores are 122 identical units of chains. Sales of these identical chain units totalled $7,418,000 in 1937, an increase of 9.6 percent over their sales in 1935.

Pay Roll

Of the 2,281 stores included in the Survey, 546 reported no paid employees. The remaining 1,735 stores reported pay roll, exclusive of the services of proprietors, to the amount of $5,271,000 for 1937, representing an increase of 6.8 percent over their pay roll for 1935. They reported a total pay roll of $2,564,000 for the first half of 1938, an increase of 1.3 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+13.1	+6.8
First half 1938 compared with first half 1937	- 6.0	+1.3

Size of Sample

The stores included in this Survey constitute a sample of 11 percent in sales and seven percent in number of all meat markets shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	32,555	30,917	1,638	$565,640	$496,930	$68,710
1937 Survey	2,281	2,159	122	61,984	55,216	6,768
Percent Sample	7%	7%	7%	11%	11%	10%

Compared with the above average size of sample, the proportion of coverege for principal cities is as followe:

City	Size of Sample		City	Size of Sample	
	Stores	Sales		Storee	Sales
	%	%		%	%
Baltimore	5	6	Milwaukee	13	12
Boston	3	2	New York	7	9
Buffalo	6	10	Philadelphia	5	6
Chicago	8	12	Pittsburgh	15	25
Clevelend	6	7	San Francisco	9	13
Detroit	7	12	St. Louis	10	32
Los Angeles	7	8			

Attached are tables showing sales and pay roll for eech quarter by geogrephic divisions, States and principal cities. Becauee of the small number of chain units included in the Survey, separate figures for independents and chains can be shown only in United States totele. Also, separate figures ere not shown in the tables for States end cities with five or less stores reporting, or for which the sample represents less than seven percent of the 1935 sales. However, data for the States omitted ere included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report represent 2,281 meet markets, for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the buainess done by all meat markets, but rather to provide a reliable indicator of trends since the last regular Business Censue. The canvass for the Survey was conducted by mail from lists composed only of etores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, end those which came into existence since 1935 were not canvassed, and those which heve gone out of business necessarily are omitted. Reporting for this Survey wes voluntary; hence, some stores failed to cooperate or deleyed their returns beyond the closing date. For convenience in evelueting the importence of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions, States and principal cities.

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This is one of a series of retail reports iesued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

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CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

MEAT MARKETS

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,281	7	$61,984	11	$16,694	$17,376	$17,861	$18,780	$15,919	$16,124	$70,111	+13.1	$32,043	- 6.0
Independents	2,159	7	55,216	11	14,932	15,535	15,417	16,809	14,289	14,532	62,693	+13.5	28,821	- 5.4
Chains	122	7	6,768	10	1,762	1,841	1,844	1,971	1,630	1,592	7,418	+ 9.6	3,222	-10.6
NEW ENGLAND	58	5	2,428	11	634	640	597	715	595	581	2,586	+ 6.5	1,176	- 7.7
Connecticut	18	6	1,166	18	294	314	294	344	281	283	1,246	+ 6.9	564	- 7.2
Massachusetts	29	5	691	7	236	224	202	256	230	205	918	+ 3.0	435	- 7.6
MIDDLE ATLANTIC	278	7	25,658	10	7,194	7,226	6,877	8,028	6,845	6,729	29,325	+10.0	13,574	- 5.9
New Jersey	171	9	4,872	12	1,303	1,314	1,260	1,424	1,204	1,190	5,301	+ 8.8	2,394	- 8.5
New York	662	7	18,918	9	5,083	5,071	4,758	5,695	4,870	4,782	20,607	+ 8.9	9,652	- 5.1
Pennsylvania	145	6	2,872	11	808	841	859	909	771	757	3,417	+19.0	1,548	- 6.1
EAST NORTH CENTRAL	546	9	15,315	13	4,069	4,417	4,345	4,685	3,854	4,017	17,716	+15.7	7,851	- 7.5
Illinois	232	9	5,804	13	1,552	1,616	1,626	1,773	1,496	1,519	6,567	+13.1	3,015	- 4.8
Indiana	32	10	1,240	19	332	343	350	353	282	286	1,378	+11.1	568	-18.8
Michigan	62	7	1,930	11	494	556	561	574	452	507	2,185	+13.2	959	- 8.7
Ohio	118	7	3,023	10	809	909	926	1,043	806	906	3,590	+18.8	1,581	- 8.0
Wisconsin	102	15	3,318	19	882	993	1,082	1,039	829	919	3,996	+20.4	1,748	- 6.8
WEST NORTH CENTRAL	133	7	3,568	(1)	901	980	1,036	1,048	873	924	3,965	+11.1	1,797	- 4.5
Iowa	38	7	905	10	162	178	194	190	151	169	781	+19.0	313	- 7.1
Kansas	8	4	246	10	64	70	72	70	61	67	276	+12.2	128	- 4.5
Minnesota	55	8	1,520	11	385	417	440	450	390	401	1,702	+12.0	781	- 2.6
Missouri	21	9	672	24	155	171	174	172	152	158	672	0.0	310	- 4.9
Nebraska	10	4	448	(1)	118	125	127	130	113	116	500	+11.6	229	- 5.8
SOUTH ATLANTIC	54	3	1,414	6	362	377	374	395	344	351	1,508	+ 6.6	695	- 6.0
District of Columbia	11	13	201	15	88	95	94	96	83	85	372	+ 6.0	168	- 8.8
Virginia	6	2	213	8	45	46	46	50	42	46	187	-12.2	88	- 5.3
EAST SOUTH CENTRAL	21	3	823	12	228	236	232	258	202	205	956	+16.2	407	-12.7
Kentucky	13	7	321	14	94	92	85	91	78	81	362	+12.8	159	-14.5
WEST SOUTH CENTRAL	43	2	799	5	232	247	256	245	231	235	980	+22.7	466	- 2.7
MOUNTAIN	30	5	686	(1)	234	261	280	289	231	268	1,064	+19.8	499	+ 0.8
Colorado	9	7	324	10	79	84	92	97	79	85	353	+ 9.0	164	+ 0.6
Idaho	8	8	199	9	57	66	64	72	58	72	259	+30.2	130	+ 5.7
Montana	8	5	259	9	64	72	81	79	57	74	296	+14.3	131	- 2.7
PACIFIC	408	10	10,087	15	2,840	2,990	3,064	3,117	2,764	2,814	12,011	+19.1	5,578	- 4.3
California	290	10	7,115	12	1,999	2,058	2,063	2,169	1,944	1,936	8,269	+16.5	3,880	- 4.4
Oregon	41	10	1,597	19	468	524	578	521	435	495	2,091	+30.9	930	- 4.2
Washington	77	10	1,375	10	373	408	423	427	365	383	1,651	+18.6	768	- 4.2
Cities of more than 500,000 Population														
Buffalo	18	6	836	10	212	223	222	265	192	200	912	+ 9.1	392	- 9.9
Chicago	159	8	3,808	12	1,044	1,082	1,066	1,185	1,023	1,019	4,375	+14.9	2,042	- 4.0
Cleveland	33	6	589	7	166	177	170	184	160	159	697	+18.3	319	- 7.0
Detroit	27	7	846	12	205	211	198	227	186	189	859	- 0.8	375	- 9.4
Los Angeles	56	7	1,111	8	342	336	339	368	309	309	1,385	+24.7	637	- 6.0
Milwaukee	33	13	707	12	207	215	210	231	193	201	853	+22.1	394	- 6.6
New York	543	7	13,633	9	3,779	3,679	3,315	4,170	3,671	3,501	14,943	+ 9.6	7,172	- 3.8
Pittsburgh	84	15	722	25	219	226	219	244	208	204	908	+25.6	412	- 7.4
San Francisco	98	9	1,194	13	328	330	319	344	315	304	1,305	+ 9.3	619	- 3.6
St. Louis	10	10	424	38	101	111	112	111	95	98	435	+ 2.6	193	- 9.0

(1) *Data not available.*

* *States and cities with five or less stores reporting or with a sample of less than seven percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

MEAT MARKETS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,281	1,735	546	$1,256,659	$1,294,336	$1,318,283	$1,408,065	$1,285,027	$1,299,460	$5,271,363	+ 6.8	$2,584,487	+ 1.3
Independents	2,159	1,613	546	1,056,928	1,086,190	1,094,323	1,185,776	1,080,341	1,108,797	4,423,217	+ 6.3	2,189,138	+ 2.1
Chains	122	122	--	199,731	208,146	219,000	222,289	204,686	190,663	848,166	+ 9.8	395,349	- 3.1
NEW ENGLAND	58	47	11	46,568	48,411	47,804	53,864	51,130	48,207	198,641	- 9.9	99,337	+ 2.4
Connecticut	18	13	5	23,745	23,584	24,324	25,943	25,621	24,032	98,696	-10.0	49,653	+ 4.7
Massachusetts	29	26	3	18,998	19,026	17,597	20,530	19,700	17,972	76,111	-11.4	37,672	- 0.8
MIDDLE ATLANTIC	978	714	264	498,201	503,750	493,217	542,928	502,257	502,059	2,038,096	+ 0.5	1,004,316	P- 0.2
New Jersey	171	144	27	97,581	97,458	93,299	108,025	92,243	91,229	398,348	- 0.2	183,471	- 5.9
New York	662	490	172	350,215	353,034	344,921	378,500	356,708	355,331	1,427,400	- 0.4	712,039	+ 1.1
Pennsylvania	145	80	65	50,407	52,456	53,009	56,402	53,307	55,499	212,274	+ 0.7	108,806	+ 5.8
EAST NORTH CENTRAL	546	430	116	328,867	349,054	361,245	383,783	343,284	348,185	1,438,949	+17.0	691,469	+ 2.0
Illinois	232	181	51	119,364	125,585	128,930	141,500	126,194	128,116	515,399	+16.8	254,300	+ 3.8
Indiana	32	27	5	23,456	28,430	31,023	30,543	28,256	24,825	118,242	+ 4.5	53,081	- 6.7
Michigan	62	50	12	40,090	41,047	42,713	46,231	40,651	40,343	170,081	+13.5	80,994	- 0.2
Ohio	118	93	25	61,034	67,871	69,792	71,693	67,119	70,315	269,392	+19.5	137,434	+ 6.6
Wisconsin	102	79	23	79,901	86,131	89,787	94,016	81,064	84,586	349,835	+22.0	165,662	- 0.2
WEST NORTH CENTRAL	133	108	25	67,451	69,407	69,740	73,657	68,086	69,492	280,855	+ 6.3	137,578	- 0.5
Iowa	32	28	4	9,834	10,008	10,557	11,462	10,465	10,770	41,851	+ 2.8	21,235	+ 7.1
Kansas	8	7	1	4,860	4,389	4,407	4,565	4,158	4,232	17,561	- 6.5	8,390	- 2.2
Minnesota	55	43	12	26,837	28,009	27,908	28,145	26,579	27,795	110,899	+15.4	54,374	- 0.9
Missouri	21	16	5	17,368	17,553	17,368	19,528	17,408	17,407	71,917	+ 5.9	34,815	- 0.3
Nebraska	10	8	2	8,599	8,713	8,634	9,152	8,866	8,960	35,088	- 3.3	17,404	+ 0.6
SOUTH ATLANTIC	64	48	16	20,949	20,621	20,871	22,306	19,996	20,707	84,747	-16.9	40,703	- 2.1
District of Columbia	11	10	1	4,749	4,513	4,829	5,057	4,812	4,924	19,148	-20.7	9,736	+ 5.1
Virginia	6	5	1	4,880	4,894	4,951	5,097	4,206	4,402	19,822	-13.2	8,608	-11.9
EAST SOUTH CENTRAL	21	15	6	15,075	14,079	16,340	18,192	14,433	14,986	63,686	+ 5.2	29,419	- 0.9
Kentucky	13	9	4	5,937	4,995	6,111	6,648	5,457	5,645	23,585	- 6.5	11,102	+ 2.5
WEST SOUTH CENTRAL	43	37	6	18,571	18,233	17,671	18,688	16,597	17,446	73,163	- 0.3	34,043	- 7.5
MOUNTAIN	30	25	5	23,404	24,704	25,606	29,342	25,945	26,410	104,126	+ 9.4	52,355	+ 8.6
Colorado	9	7	2	4,953	5,505	5,859	7,629	6,657	6,920	24,976	- 0.3	13,577	+29.6
Idaho	8	7	1	8,991	8,877	9,259	10,173	9,294	9,117	37,799	+ 6.6	18,411	+ 3.0
Montana	8	7	1	7,829	8,196	8,568	9,216	8,015	8,179	33,803	+10.5	16,192	+ 1.0
PACIFIC	408	311	97	235,499	245,077	258,829	268,305	243,299	251,968	1,005,710	+14.8	495,367	+ 2.8
California	290	219	71	162,674	169,728	176,694	179,351	167,459	169,629	688,441	+15.7	337,088	+ 1.4
Oregon	41	32	9	43,795	46,292	51,123	54,340	47,481	53,858	195,550	+22.2	100,733	+11.8
Washington	77	60	17	29,030	30,063	31,012	34,614	28,359	28,087	121,719	+10.3	57,546	- 2.8
Cities of more than 500,000 Population													
Buffalo	18	16	2	14,963	14,786	14,711	17,486	14,574	14,848	61,946	-10.7	29,424	- 1.1
Chicago	159	122	37	79,253	83,036	85,690	93,804	84,146	86,118	341,473	+21.5	170,264	+ 4.9
Cleveland	33	24	9	11,553	13,296	12,403	13,666	11,121	11,188	50,918	+33.8	22,309	-10.2
Detroit	37	31	6	16,312	18,068	16,176	18,705	17,358	16,494	67,261	+ 3.9	33,852	+ 4.5
Los Angeles	56	38	18	26,543	28,494	28,064	30,873	26,050	25,393	111,974	+32.7	51,373	- 3.1
Milwaukee	33	20	13	10,573	10,891	10,761	11,415	10,781	10,853	43,640	+18.9	21,634	+ 0.8
New York	543	382	161	245,196	244,874	233,505	260,420	250,038	249,634	983,995	+ 0.7	499,672	+ 2.0
Pittsburgh	24	19	5	17,537	17,472	16,827	19,118	19,383	19,964	70,954	+12.9	39,347	+12.1
San Francisco	38	31	7	28,518	29,390	29,414	30,644	27,527	29,181	117,966	- 1.7	56,708	- 3.8
St. Louis	10	7	3	12,032	12,411	12,495	13,767	12,140	12,045	50,705	-12.4	24,185	- 1.1

* States and cities with five or less stores reporting or with a sample of less than seven percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

MEN'S CLOTHING AND FURNISHINGS STORES (CHAINS ONLY)

Thirty-one men's clothing and furnishings chain organizations, operating 540 stores throughout the country with aggregate sales of $59,842,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were off 14.4 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 21.4 percent and the second quarter a loss of 8.5 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 21.9 percent as compared with a total of $49,100,000 for 486 stores in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Men's Clothing and Furnishings Stores - Chains		
	Stores	Sales	Change from Preceding Period
1929 Census	2,815	$252,354,000	--
1933 Census	1,693	107,553,000	-57.4%
1935 Census	1,592	138,528,000	+28.8%
Identical chain organizations included in this Survey:			
Year 1935	486	49,100,000	--
Year 1937	540	59,842,000	+21.9%
First Half 1937 (31 organizations)		29,122,000	--
First Half 1938 (31 organizations)		24,923,000	-14.4%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 22.4 percent; second quarter, 26.2 percent; third quarter, 18.2 percent; fourth quarter, 33.2 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from 5.0 percent for the West South Central Division to 20.8 percent for the East North Central Division.

Pay Roll

Total store pay roll (not including central-office nor warehouse pay rolls) amounted to $6,904,000 for 1937, representing an increase of 26.0 percent over the total for 1935. For the first half of 1938 a pay roll of $3,184,000 was reported, a decrease of 2.9 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+21.9	+26.0
First half 1938 compared with first half 1937	-14.4	- 2.9

Size of Sample

The stores included in this Survey constitute a sample of 35 percent in sales, and 31 percent in number of all men's clothing and furnishings chain stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	1,592	$138,528,000
1937 Survey	486	49,100,000
Percent Sample	31%	35%

Identical Chain Units (Stores)

Tables are shown in this report for 414 identical chain units for which separate and comparable data are available for both 1937 and 1935. A similar report for identical independent stores in the men's clothing and furnishings trade was issued recently. Following is a comparison of percentage changes in sales and pay roll for identical chain organizations, chain units and independent stores:

	Percent Change			
	Year 1935 To Year 1937		First Half 1937 To First Half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Identical chain organizations (31)	+21.9	+26.0	-14.4	-2.9
Identical chain units (414)	+19.6	+21.8	-15.4	-1.4
Identical independent stores (2,646)	+17.9	+20.9	-16.7	-4.5

Tables 1 and 2 show sales and pay roll for identical chains, by quarters and geographic divisions and Tables 1A and 2A show the same information for the 414 identical chain units.

Scope of Survey

The data contained in this report were supplied by 31 men's clothing and furnishings chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by men's clothing and furnishings retail chains, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail Trade reports are prepared under the immediate supervision of James C. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

MEN'S CLOTHING AND FURNISHINGS STORES *(chains only)*

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	SIZE AND PROPORTION OF SAMPLE					SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF CHAINS INCLUDED IN 1937-38 SURVEY	NUMBER OF UNITS REPORTED		1935 SALES OF UNITS INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST-HALF 1937
		1937-38	1935												
UNITED STATES	31	540	486	$49,100	35.4	$13,425	$10,697	$10,897	$19,823	$10,553	$14,370	$59,842	+21.9	$24,923	-14.4
Men's clothing-furnishings stores	22	306	282	39,152	--	10,810	8,608	8,696	15,503	8,536	11,375	47,617	+21.5	19,911	-15.0
Men's furnishings stores	9	234	204	9,918	--	2,615	2,089	2,201	4,320	2,017	2,995	12,225	+23.3	5,012	-12.1
New England	12	41	39	3,864	26.4	901	1,130	760	1,513	633	1,080	4,104	+ 6.2	1,653	-18.6
Middle Atlantic	18	195	185	24,757	38.6	7,390	7,976	5,745	10,088	6,032	7,553	31,199	+26.0	13,585	-11.6
East North Central	18	171	149	14,310	45.5	3,706	4,734	2,993	5,767	2,650	4,050	17,220	+20.3	6,700	-20.8
West North Central	8	34	30	2,329	35.2	505	644	414	873	425	636	2,454	+ 4.5	1,061	- 7.3
South Atlantic	7	40	39	1,416	20.5	385	472	319	653	305	451	1,829	+29.2	756	-11.8
East South Central	5	19	14	591	30.8	157	225	135	336	133	202	853	+44.3	335	-12.3
West South Central	4	28	22	1,403	36.7	296	386	437	608	299	349	1,727	+23.1	648	- 5.0
Mountain and Pacific	3	12	8	430	4.7	87	110	94	185	76	107	476	+10.7	183	- 7.1

MEN'S CLOTHING AND FURNISHINGS STORES *(chains only)*

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	NUMBER OF CHAINS INCLUDED IN 1937-38 SURVEY	NUMBER OF UNITS REPORTED		PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
		1937-38	1935	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST-HALF 1937
UNITED STATES	31	540	486	$1,495,571	$1,782,891	$1,545,408	$2,078,898	$1,427,484	$1,756,419	$6,903,868	+26.0	$3,183,903	- 2.9
Men's clothing-furnishings stores	22	306	282	1,199,478	1,437,989	1,200,630	1,678,630	1,097,325	1,402,982	5,215,727	+20.1	2,500,307	- 5.2
Men's furnishings stores	9	234	204	297,193	344,902	344,778	400,268	330,159	353,437	1,387,141	+11.8	683,596	+ 6.5
New England	12	41	39	102,912	138,992	109,758	156,672	90,734	114,419	468,534	+ 8.7	205,153	- 7.5
Middle Atlantic	18	195	185	614,204	996,384	843,241	1,124,414	798,482	930,259	2,778,243	+29.0	1,728,741	- 3.4
East North Central	18	171	149	398,771	467,694	401,694	534,763	354,190	487,848	1,802,942	+25.1	842,038	- 2.8
West North Central	8	34	30	61,249	68,798	61,941	84,810	58,387	70,696	276,798	+13.0	129,083	- 0.7
South Atlantic	7	40	39	43,989	47,710	46,824	57,564	42,600	46,802	195,487	+25.2	89,402	- 2.5
East South Central	5	19	14	18,642	21,050	19,514	28,551	20,181	24,206	87,357	+56.0	44,389	+11.3
West South Central	4	28	22	43,691	47,096	46,737	78,834	49,714	47,845	219,256	+34.0	97,559	+ 6.4
Mountain and Pacific	3	12	8	13,013	14,267	14,299	33,070	13,196	14,348	54,649	+85.6	27,544	+ 1.0

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND–Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC–N. J., N. Y., Pa.
EAST NORTH CENTRAL–Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL–Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC–Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL–Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL–Ark., La., Okla., Tex.
MOUNTAIN–Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC–Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38 **RETAIL DISTRIBUTION**

MEN'S CLOTHING AND FURNISHINGS STORES *(chains only)*

TABLE 1A.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935
IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size and Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	414	26	$43,606	31	$11,824	$13,693	$9,518	$17,097	$9,861	$12,327	$52,132	+19.6	$21,588	-15.4
Men's clothing-furnishings stores	245	--	34,423	--	9,459	10,930	7,575	13,354	7,485	9,757	41,318	+20.0	17,242	-15.4
Men's furnishings stores	169	--	9,183	--	2,365	2,763	1,943	3,743	1,776	2,570	10,814	+17.8	4,346	-15.3
New England	33	20	3,072	21	785	991	664	1,149	554	897	3,589	+16.8	1,451	-16.3
Middle Atlantic	159	26	21,493	33	6,379	6,856	4,986	8,556	5,242	6,345	26,777	+24.6	11,587	-12.5
East North Central	130	35	13,629	43	3,417	4,284	2,705	5,252	2,444	3,653	15,658	+14.9	6,097	-20.8
West North Central	26	31	2,254	34	461	611	394	817	393	591	2,303	+ 2.2	984	- 9.9
South Atlantic	32	25	1,271	18	349	423	280	554	275	401	1,606	+26.4	676	-18.4
East South Central	13	28	589	31	141	196	124	285	109	165	746	+26.7	275	-18.4
West South Central	15	27	994	27	201	249	291	352	186	304	1,093	+10.0	392	-12.9
Mountain and Pacific	6	4	306	3	71	83	74	132	56	70	360	+17.6	126	-18.2

MEN'S CLOTHING AND FURNISHINGS STORES *(chains only)*

TABLE 2A.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937
IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey	Payroll Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	414	$1,286,162	$1,533,246	$1,320,789	$1,755,061	$1,240,766	$1,540,099	$5,895,258	+21.8	$2,780,865	- 1.4
Men's clothing-furnishings stores	245	1,019,292	1,226,284	1,015,396	1,407,029	949,456	1,232,904	4,668,001	+25.9	2,182,360	- 2.8
Men's furnishings stores	169	266,870	306,962	305,393	348,032	291,310	307,195	1,227,257	+ 8.3	598,505	+ 4.3
New England	33	86,908	100,120	92,313	114,832	76,750	97,781	394,175	+26.3	174,531	- 6.7
Middle Atlantic	159	681,873	852,895	713,701	943,274	699,504	841,693	3,191,743	+24.3	1,541,197	+ 0.4
East North Central	130	367,099	416,402	360,505	480,119	319,581	439,016	1,624,125	+18.1	758,597	- 3.2
West North Central	26	56,741	63,721	56,948	75,746	51,285	63,370	253,156	+ 8.1	114,655	- 4.8
South Atlantic	32	39,279	42,119	40,346	48,905	36,303	42,004	170,649	+25.7	80,307	- 1.3
East South Central	13	16,150	17,687	16,843	22,869	15,522	18,134	73,549	+32.7	33,656	- 0.5
West South Central	15	27,245	29,593	29,688	45,237	30,686	29,220	131,763	+13.0	60,046	+ 5.6
Mountain and Pacific	6	10,867	10,709	10,445	24,079	8,995	8,881	56,100	+26.8	17,876	-17.1

Note *Pay roll does not include compensation for the personnel of central offices and warehouses.*

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

MEN'S CLOTHING AND FURNISHINGS STORES (EXCEPT CHAINS)

More than 2,600 independent men's clothing and furnishings stores throughout the country, with aggregate sales in 1937 of $130,637,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 29.2 percent over the preceding quarter. Sales during the first half of 1938 were off 16.7 percent as compared with their sales for the same period of 1937. The first quarter of 1938 showed a loss of 18.1 percent and the second quarter a loss of 15.7 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 16.2 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison of previous Census totals for number and sales of men's clothing and furnishings stores, excluding chains, follows:

	Stores	Sales	Change from Preceding Period
1929 Census	25,382	$940,368,000	--
1933 Census	17,798	381,551,000	-59.4%
1935 Census	19,322	521,089,000	+36.6%
Identical stores included in Survey:			
Year 1935	2,646	112,440,000	--
Year 1937	2,646	130,637,000	+16.2%
First Half 1937	2,646	59,967,000	--
First Half 1938	2,646	49,924,000	-16.7%

Sales

All geographic divisions and all States, with the exception of Nebraska, show sales increases from 1935 to 1937. For the first half of 1938, all geographic divisions show decreases as compared with the first half of 1937, ranging from 7.7 percent in the West South Central States to 23.4 percent in the East North Central Division.

Pay Roll

Of the 2,646 stores included in the Survey, 407 reported no paid employees. The remaining 2,239 stores reported pay roll, exclusive of the services of proprietors, to the amount of $16,443,000 for 1937, representing an increase of 20.9 percent over the total for 1935, and $7,435,000 for the first half of 1938, a decrease of 4.5 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+16.2	+20.9
First Half 1938 compared with first half 1937	-16.7	- 4.5

Size of Sample

The stores included in the Survey constitute a sample of 22 percent in sales, and 14 percent in number of all men's clothing and furnishings stores (except units of chains) shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	19,322	$521,089,000
1937 Survey	2,646	112,440,000
Percent Sample	14%	22%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	9	23	Milwaukee	12	13
Boston	9	25	New York	10	17
Buffalo	13	59	Philadelphia	7	19
Chicago	9	13	Pittsburgh	17	23
Cleveland	10	16	San Francisco	18	43
Detroit	11	23	St. Louis	15	43
Los Angeles	15	23			

Kinds of Business and Tables

The stores covered in this report represent the two kind-of-business classifications carried in the regular Business Censuses as "Men's Clothing and Furnishings" (clothing stores with or without furnishings) and "Men's Furnishings" (stores primarily selling furnishings). Separate figures for chains and independents, by States, are not available for 1935 for either of these two classifications, therefore, the statistics are shown in combination except for the United States totals. Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Separate figures are not shown in the tables for States for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 2,646 men's clothing and furnishings stores other than units of chains, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail business of men's clothing and furnishings stores. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

MEN'S CLOTHING AND FURNISHINGS STORES (except chains)

TABLE 1.-SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,646	14	$112,440	22	$26,299	$33,368	$27,638	$43,038	$21,765	$28,139	$130,657	+16.2	$49,924	-16.7
Men's clothing-furnishings stores	1,875	--	92,856	--	22,433	27,909	22,865	36,199	18,380	23,527	109,406	+14.9	41,647	-16.9
Men's furnishings stores	771	--	17,204	--	4,166	5,459	4,767	6,839	3,465	4,612	21,851	+23.4	8,077	-16.1
NEW ENGLAND	227	13	8,047	18	1,815	2,414	1,988	2,860	1,529	2,183	9,017	+12.1	3,652	-13.6
Connecticut	53	14	1,369	13	336	428	352	536	264	365	1,652	+18.9	619	-19.0
Maine	35	15	955	22	191	271	238	314	161	239	1,014	+ 6.2	400	-13.4
Massachusetts	95	12	4,373	20	1,032	1,349	1,087	1,534	844	1,189	4,948	+15.2	2,033	-14.6
New Hampshire	14	10	589	16	94	151	189	210	136	150	584	+10.4	286	+16.7
Rhode Island	19	17	488	18	105	131	108	152	74	109	456	+ 1.6	185	-12.5
Vermont	11	17	313	22	57	84	74	114	50	81	329	+ 5.1	151	- 7.1
MIDDLE ATLANTIC	773	12	33,254	22	7,871	9,711	7,830	12,859	6,365	8,072	37,651	+12.9	14,437	-17.9
New Jersey	94	12	2,934	15	699	927	727	1,234	530	821	3,565	+21.5	1,359	-15.3
New York	418	12	18,268	23	4,815	5,851	4,710	7,833	3,940	4,988	22,589	+ 5.8	8,833	-17.0
Pennsylvania	267	14	9,152	21	2,379	2,953	2,393	3,792	1,895	2,263	11,497	+25.6	4,245	-20.4
EAST NORTH CENTRAL	533	15	27,397	24	6,849	8,636	6,914	11,183	5,280	6,647	33,582	+22.6	11,867	-23.4
Illinois	176	14	6,690	21	1,589	2,156	1,662	2,791	1,308	1,781	8,318	+24.3	3,133	-18.8
Indiana	93	21	4,397	34	1,043	1,315	1,065	1,746	807	1,014	5,165	+17.5	1,881	-28.7
Michigan	126	16	5,761	25	1,434	1,810	1,425	2,344	1,080	1,205	6,913	+20.0	2,825	-23.9
Ohio	159	14	7,845	25	2,092	2,561	2,105	3,294	1,563	1,965	10,022	+28.1	3,586	-24.2
Wisconsin	77	16	2,704	18	691	796	639	1,048	478	684	3,074	+13.7	1,162	-16.2
WEST NORTH CENTRAL	294	14	10,234	20	2,125	2,784	2,395	3,908	1,865	2,559	11,212	+ 9.6	4,424	- 9.9
Iowa	70	15	2,056	18	406	588	451	735	364	515	2,197	+ 6.9	879	- 6.1
Kansas	37	13	1,361	18	266	344	313	490	242	310	1,415	+ 3.8	552	- 5.5
Minnesota	68	15	2,553	19	554	742	576	997	508	636	2,969	+16.3	1,144	-11.6
Missouri	53	14	1,588	27	392	520	359	1,020	471	703	2,951	+85.9	1,174	+12.5
Nebraska	23	12	629	18	112	130	133	212	98	127	607	- 3.5	225	-14.1
North Dakota	15	18	654	29	112	160	165	247	106	160	684	+ 4.6	265	- 5.6
South Dakota	18	17	413	19	83	110	98	150	76	108	441	+ 6.8	184	- 4.1
SOUTH ATLANTIC	184	11	9,362	19	2,538	2,746	2,180	3,624	2,026	2,406	10,878	+16.2	4,432	-18.7
Delaware	6	10	787	40	198	239	187	317	165	198	941	+19.6	363	-16.9
District of Columbia	19	14	1,488	23	337	343	317	469	305	317	1,466	+ 5.7	622	- 8.5
Florida	22	10	816	15	228	252	165	316	278	230	1,085	+20.6	508	- 9.2
Georgia	21	15	1,086	17	265	343	251	444	228	335	1,301	+19.8	561	- 7.4
Maryland	25	9	1,861	20	372	399	388	502	328	307	1,601	+27.0	609	-21.0
North Carolina	21	9	889	13	175	228	174	325	149	203	926	+ 8.8	352	-12.9
South Carolina	12	10	611	19	134	183	138	259	109	152	694	+13.6	259	-18.3
Virginia	33	15	1,836	20	329	472	367	618	358	439	1,784	+18.3	739	- 8.0
West Virginia	25	12	1,006	16	288	287	253	394	194	227	1,168	+15.5	421	-18.3
EAST SOUTH CENTRAL	65	10	3,678	19	871	1,170	885	1,401	748	956	4,327	+17.6	1,703	-16.6
Kentucky	25	12	2,155	28	542	681	530	825	456	550	2,578	+19.6	1,006	-17.9
Mississippi	6	7	229	13	49	69	58	104	49	69	280	+22.3	118	- 0.0
Tennessee	34	14	1,076	17	279	354	247	369	243	335	1,469	+14.8	579	-16.9
WEST SOUTH CENTRAL	97	11	5,545	12	779	1,134	904	1,491	732	1,034	4,503	+21.6	1,765	- 7.7
Louisiana	20	14	642	15	156	218	158	285	140	206	791	+23.2	346	- 0.6
Oklahoma	16	10	1,059	16	214	292	228	383	206	261	1,119	+ 5.7	467	- 7.9
Texas	55	12	3,843	10	388	574	474	748	584	565	2,178	+31.0	877	- 8.8
MOUNTAIN	77	15	2,858	22	686	681	775	1,118	530	739	3,334	+16.7	1,269	-18.3
Arizona	9	18	388	29	86	103	80	187	75	86	356	+20.7	161	-14.6
Colorado	17	11	914	25	201	256	243	361	170	235	1,061	+16.1	405	-11.4
Idaho	9	20	278	25	52	76	81	117	43	67	328	+18.0	110	-15.4
Montana	14	14	410	16	87	111	117	143	67	97	458	+11.7	164	-17.8
Nevada	4	15	162	31	31	52	44	55	29	45	182	+12.5	74	-10.8
Utah	15	20	480	26	91	124	110	169	82	116	494	+ 2.9	196	- 4.9
Wyoming	8	16	246	19	53	65	69	97	42	64	284	+14.5	106	-10.2
PACIFIC	308	19	13,967	30	3,335	3,952	3,681	5,280	2,770	3,604	16,388	+17.3	6,374	-12.5
California	218	19	10,936	32	2,593	3,093	2,924	4,113	2,210	2,880	12,823	+17.2	5,090	-12.0
Oregon	28	18	977	22	201	256	234	357	190	232	1,110	+13.6	422	- 8.1
Washington	65	22	2,052	23	441	601	603	810	370	492	3,455	+19.6	862	-17.5
Cities of more than 500,000 Population														
Baltimore	18	9	970	25	205	312	237	385	250	232	1,299	+29.8	482	-21.9
Boston	14	9	1,543	25	340	454	304	493	289	459	1,591	+ 5.1	748	- 5.8
Buffalo	14	13	3,189	59	778	943	815	1,230	621	712	3,766	+20.4	1,333	-25.5
Chicago	56	9	2,043	13	583	715	530	818	465	547	2,651	+29.8	1,012	-28.0
Cleveland	17	10	838	16	165	291	274	323	203	248	1,153	+38.1	451	-18.9
Detroit	27	11	2,300	23	595	679	516	780	400	480	2,568	+11.7	880	-35.5
Los Angeles	39	15	1,712	25	522	556	497	656	414	476	2,253	+30.4	892	-17.4
Milwaukee	14	12	646	13	147	210	148	242	119	154	747	+15.6	283	-20.7
New York	226	10	9,936	17	2,563	2,985	2,818	3,497	2,061	2,517	11,377	+15.3	4,578	-17.5
Philadelphia	41	7	2,519	19	562	771	574	1,014	525	648	3,021	+19.9	1,173	-18.1
Pittsburgh	22	17	607	23	161	228	194	272	149	181	875	+44.2	330	-19.5
San Francisco	31	18	3,037	43	850	855	793	1,055	630	741	3,533	+16.3	1,371	-19.6
St. Louis	16	15	1,605	43	396	463	317	616	384	427	1,792	+11.7	711	-17.2

* States with a sample of less than 10 percent of 1935 sales are not shown separately. Data for such States are included in the totals of their respective geographic divisions.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

MEN'S CLOTHING AND FURNISHINGS STORES (except chains)

TABLE 2.-PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,646	2,239	407	$3,782,187	$3,994,846	$3,985,051	$4,734,392	$3,696,312	$3,736,340	$16,443,418	+20.9	$7,434,652	- 4.6
Men's clothing-furnishings stores	1,875	1,634	241	3,301,767	3,483,098	3,407,804	4,118,777	3,205,817	3,250,599	14,304,846	+20.5	6,456,416	- 4.8
Men's furnishings stores	771	605	166	487,360	511,750	517,847	681,615	490,495	487,741	2,138,572	+24.1	978,236	- 2.1
NEW ENGLAND	287	199	88	865,545	883,789	885,504	987,887	865,559	872,618	1,162,725	+18.4	538,171	- 2.0
Connecticut	53	46	7	43,861	45,387	45,018	55,303	44,284	44,598	189,566	+18.1	90,882	- 1.8
Maine	38	34	4	25,276	26,296	25,163	30,402	25,343	27,081	111,433	+10.9	52,424	+ 1.1
Massachusetts	95	82	15	160,602	173,491	174,217	197,470	155,995	160,778	705,780	+13.6	316,773	- 5.8
New Hampshire	14	12	2	15,576	17,690	17,885	21,143	19,768	20,853	71,694	+ 7.8	40,615	+22.1
Rhode Island	19	15	4	18,346	18,847	11,585	13,941	10,975	11,045	50,119	- 2.8	22,020	-10.5
Vermont	11	10	1	7,888	8,378	8,239	9,628	7,200	8,257	34,133	+ 2.7	15,457	- 5.0
MIDDLE ATLANTIC	773	631	142	1,108,083	1,166,284	1,106,163	1,360,981	1,082,244	1,109,989	4,735,691	+22.3	2,192,233	- 3.4
New Jersey	94	76	20	75,109	86,191	83,865	103,081	77,784	87,409	371,367	+17.5	165,193	- 0.5
New York	418	348	70	731,695	760,080	720,298	888,683	695,925	703,490	3,007,783	+20.9	1,399,485	- 6.2
Pennsylvania	261	215	58	292,319	320,253	318,921	425,248	308,586	319,090	1,356,541	+26.7	627,675	+ 2.5
EAST NORTH CENTRAL	633	553	80	966,413	1,033,370	1,009,618	1,268,471	929,736	916,273	4,277,872	+25.9	1,846,009	- 7.7
Illinois	176	152	24	254,956	264,107	253,597	298,980	226,597	231,318	997,580	+23.9	447,885	- 4.9
Indiana	95	84	11	147,138	153,740	151,158	176,238	139,618	139,280	638,274	+14.1	278,898	- 7.3
Michigan	126	113	13	190,610	204,002	200,770	247,093	178,044	166,285	842,475	+19.7	344,329	-12.8
Ohio	159	139	20	321,415	340,653	338,880	440,128	301,847	302,436	1,440,676	+34.6	603,683	+ 0.8
Wisconsin	77	65	12	52,294	68,868	65,213	118,032	84,290	86,954	358,867	+13.7	171,844	+ 0.2
WEST NORTH CENTRAL	284	241	43	287,217	301,686	296,738	363,885	275,251	288,300	1,249,580	+14.8	563,551	- 4.3
Iowa	70	61	9	44,063	45,668	46,134	55,369	42,943	44,844	191,228	+ 7.8	87,787	- 2.8
Kansas	37	30	7	30,764	31,134	30,778	46,630	28,803	29,560	139,306	+10.1	58,363	- 5.7
Minnesota	68	58	10	81,211	84,916	85,318	95,631	81,098	82,185	347,075	+22.1	163,283	- 1.7
Missouri	53	47	6	91,705	99,053	94,088	116,758	83,981	92,438	401,584	+21.1	176,242	- 7.5
Nebraska	23	19	4	13,065	13,966	12,566	17,176	12,991	12,610	57,139	+ 2.7	25,501	- 4.5
North Dakota	15	13	2	10,748	12,822	19,481	24,333	17,753	19,105	82,018	+ 4.8	35,858	- 3.7
South Dakota	18	13	5	7,647	7,705	7,373	7,988	7,818	9,144	31,230	+ 3.6	16,517	- 3.6
SOUTH ATLANTIC	184	168	16	338,470	369,691	361,730	413,145	358,140	354,031	1,503,036	+18.3	712,171	+ 0.6
Delaware	6	6	-	33,413	37,680	36,876	44,755	33,468	34,546	152,726	+10.7	68,014	- 4.3
District of Columbia	19	18	1	47,264	49,019	49,781	55,976	47,974	45,881	202,040	+15.2	93,795	- 2.6
Florida	22	21	1	34,963	37,614	41,193	53,614	39,332	37,638	164,423	+16.7	76,446	- 1.5
Georgia	21	19	2	42,256	48,054	40,156	43,190	41,140	41,427	171,608	+16.6	84,617	+ 0.4
Maryland	25	22	3	53,768	63,074	61,812	66,263	57,800	55,736	246,911	+24.7	113,536	- 2.8
North Carolina	21	21	-	22,403	24,102	24,218	25,066	29,041	29,301	98,789	+ 9.8	54,107	- 3.8
South Carolina	12	10	2	17,997	20,098	20,456	22,658	20,705	19,826	81,199	+ 4.5	40,541	- 6.4
Virginia	33	30	3	54,321	58,200	57,238	61,745	56,035	60,604	256,708	+19.8	116,637	- 2.8
West Virginia	25	21	4	32,091	37,088	29,639	43,193	40,090	36,688	152,011	+35.5	76,778	+11.0
EAST SOUTH CENTRAL	83	58	5	138,905	142,281	141,195	178,431	143,241	135,876	594,818	+14.9	279,117	- 0.7
Alabama	8	8	-	8,664	9,055	8,116	11,185	9,138	9,711	37,020	+38.6	14,848	-16.8
Kentucky	25	23	2	34,607	38,181	37,914	48,033	30,144	29,834	154,104	+15.2	73,978	- 4.8
Mississippi	6	3	1	7,057	7,348	7,913	13,393	7,355	7,631	35,905	+10.8	14,986	+ 4.1
Tennessee	24	22	2	28,577	33,296	33,290	42,680	36,607	31,300	137,783	+10.9	69,907	+13.0
WEST SOUTH CENTRAL	97	89	8	126,124	114,241	113,106	126,195	105,907	107,576	473,481	+31.2	213,493	+10.2
Arkansas	6	6	-	4,182	3,967	3,949	4,948	3,560	13,681	+23.3	1,008	+10.2
Louisiana	20	19	1	14,797	16,788	16,978	21,414	16,438	17,095	69,977	+ 5.8	33,533	+ 6.2
Oklahoma	24	20	4	25,276	27,160	27,734	28,414	24,797	23,196	111,584	+18.8	47,993	- 3.4
Texas	55	50	5	82,930	44,008	45,069	58,413	41,174	43,723	184,680	+31.7	84,897	+ 2.3
MOUNTAIN	77	70	7	79,196	80,255	82,054	98,065	76,463	78,563	339,840	+ 9.3	155,026	- 2.9
Arizona	9	9	-	9,280	9,760	10,180	12,674	9,549	9,769	41,787	+20.6	19,318	- 1.1
Colorado	17	17	-	29,458	29,659	30,398	34,615	30,779	28,817	124,187	- 0.8	58,996	- 0.2
Idaho	9	8	1	8,547	8,182	8,298	8,768	6,818	7,073	33,495	+11.2	13,891	-19.1
Montana	14	12	2	10,048	9,195	9,464	12,735	7,353	8,896	41,440	+ 5.8	16,249	-10.6
Nevada	4	4	-	1,791	2,373	2,686	3,049	1,973	2,100	9,899	- 0.8	4,073	- 3.8
New Mexico	3	3	-	1,721	1,763	1,763	2,175	1,968	1,968	7,404	+15.8	3,936	+13.0
Utah	13	13	1	11,868	13,160	13,857	15,696	13,634	13,337	53,597	+11.1	25,971	+ 3.7
Wyoming	8	7	1	6,034	6,448	6,464	8,353	6,309	7,863	28,119	+33.3	13,578	+ 8.2
PACIFIC	308	230	78	485,234	508,741	508,949	603,137	459,781	475,100	2,100,061	+27.0	936,861	- 5.4
California	216	161	55	394,382	409,787	418,803	489,458	378,068	389,131	1,705,972	+26.6	767,199	- 4.9
Oregon	25	22	3	32,964	30,941	32,995	34,846	28,676	29,286	131,146	+28.4	57,962	- 9.5
Washington	67	47	18	57,878	62,080	63,728	79,465	59,007	58,683	263,181	+14.4	117,690	- 1.9
Cities of more than 500,000 Population													
Baltimore	18	15	3	45,834	53,167	52,306	56,974	49,096	45,748	207,681	+23.9	94,844	- 3.6
Boston	14	13	1	40,570	48,694	48,841	58,129	37,395	48,091	196,854	+ 7.9	119,486	+11.7
Buffalo	14	10	4	135,747	148,923	131,769	141,163	133,310	137,332	551,601	+24.6	270,642	- 2.9
Chicago	56	51	5	85,167	98,456	89,161	107,562	86,926	84,065	380,346	+29.1	170,991	- 6.9
Cleveland	17	15	2	85,961	91,737	48,903	53,988	44,800	46,911	211,973	+26.6	91,711	+15.9
Detroit	27	26	1	94,960	103,546	101,448	130,994	90,710	81,261	480,998	+18.8	171,972	-13.4
Los Angeles	39	30	9	67,838	76,886	72,809	88,170	64,486	63,830	304,497	+40.2	128,316	-11.0
Milwaukee	14	14	-	52,493	57,834	54,035	36,300	53,934	54,904	110,794	+ 4.2	48,840	- 2.8
New York	286	186	38	377,704	406,535	364,087	430,516	349,829	359,456	1,578,788	+20.6	708,695	- 9.6
Philadelphia	41	28	13	116,630	130,807	129,621	190,045	130,340	140,681	557,103	+40.5	270,961	+ 9.5
Pittsburgh	23	15	7	80,684	88,473	83,980	33,218	83,465	83,989	100,889	+36.3	47,454	+10.1
San Francisco	31	25	6	156,409	163,735	154,013	176,183	135,355	137,088	640,340	+48.1	272,383	-18.2
St. Louis	16	15	1	63,265	69,970	63,004	82,564	55,682	64,703	280,603	+21.5	130,366	- 9.7

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

MILLINERY STORES

Approximately 900 millinery stores throughout the country, with aggregate sales in 1937 of $23,573,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 8.9 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 10.3 percent and the second quarter a loss of 7.4 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 16.8 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Millinery Stores		
	Stores	Sales	Change from Preceding Period
1929 Census	12,433	$161,807,000	--
1933 Census	9,559	78,660,000	-51.4%
1935 Census	9,568	94,451,000	+20.1%
Identical stores included in this Survey:			
Year 1935	866	20,185,000	--
Year 1937	866	23,573,000	+16.8%
First Half 1937	866	12,037,000	--
First Half 1938	866	10,969,000	- 8.9%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 25.6 percent; second quarter, 25.5 percent; third quarter, 27.1 percent; fourth quarter, 21.8 percent. All geographic divisions and all States, with the exception of North Dakota, show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 2.9 percent for the West South Central Division to 13.9 percent for the East North Central Division. Included among the 866 identical stores are 107 identical units of chains. Sales of these identical chain units totalled $3,097,000 in 1937, an increase of 19.5 percent over their sales in 1935.

Pay Roll

Of the 866 stores included in the Survey, 36 reported no paid employees. The remaining 830 reported pay roll, exclusive of the services of proprietors, to the amount of $3,607,000 for 1937, representing an increase of 12.0 percent over their pay roll for 1935. They reported a total pay roll of $1,752,000 for the first half of 1938, a decrease of 3.1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+16.8	+12.0
First half 1938 compared with first half 1937	- 8.9	- 3.1

Size of Sample

The stores included in this Survey constitute a sample of 21 percent in sales and nine percent in number of all millinery stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	9,568	8,236	1,332	$94,451	$75,344	$19,107
1937 Survey	866	759	107	20,185	17,594	2,591
Percent Sample	9%	9%	8%	21%	23%	14%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	3	7	Los Angeles	12	46
Boston	4	14	Milwaukee	9	24
Buffalo	12	23	New York	6	9
Chicago	5	27	Philadelphia	6	13
Cleveland	11	23	Pittsburgh	9	25
Detroit	9	16	San Francisco	19	59

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Because of the small number of chain units included in the Survey, separate figures for independents and chains can be shown only in United States totals. Also, separate figures are not shown in the tables for States and cities with less than seven stores reporting, or for which the sample represents less than nine percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report represent 866 millinery stores, for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail millinery trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions, States and cities.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

MILLINERY STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE: NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	SIZE AND PROPORTION OF SAMPLE: PERCENT OF STORES INCLUDED IN 1937-38 SURVEY TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	SIZE AND PROPORTION OF SAMPLE: PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	SALES BY QUARTERS, 1937-38 (add 000): FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	YEAR 1937: SALES (add 000)	YEAR 1937: PERCENT CHANGE FROM 1935	FIRST HALF 1938: SALES (add 000)	FIRST HALF 1938: PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	866	9	$20,165	21	$6,088	$6,009	$6,382	$5,154	$6,407	$5,562	$23,573	+16.9	10,969	- 8.9
Independents	759	9	17,594	23	5,339	5,096	5,627	4,404	4,901	4,662	20,476	+16.4	9,583	- 8.2
Chains	107	8	2,591	14	689	913	745	750	506	880	3,097	+19.5	1,386	-13.5
NEW ENGLAND	46	6	1,171	16	308	346	346	278	278	305	1,278	+ 9.1	583	-10.9
Connecticut	15	12	362	19	101	119	122	95	94	102	457	+14.4	196	-10.9
Massachusetts	22	5	579	14	150	165	156	126	134	144	609	+ 4.8	279	-11.4
MIDDLE ATLANTIC	238	7	4,222	14	1,094	1,396	1,182	1,179	952	1,313	4,851	+14.9	2,265	- 9.0
New Jersey	59	10	726	22	181	241	222	211	175	231	855	+17.8	406	- 3.8
New York	144	7	2,277	12	544	769	570	646	448	745	2,529	+11.1	1,193	- 9.1
Pennsylvania	55	7	1,219	17	369	386	390	322	329	337	1,467	+20.3	666	-11.8
EAST NORTH CENTRAL	210	9	4,643	22	1,310	1,482	1,430	1,199	1,080	1,324	5,421	+16.8	2,404	-13.9
Illinois	68	7	1,993	26	556	608	600	494	478	561	2,258	+13.3	1,039	-10.7
Indiana	17	7	268	13	81	79	92	72	75	79	324	+23.7	153	- 4.4
Michigan	42	11	713	19	194	250	223	197	140	191	864	+21.2	331	-25.5
Ohio	63	12	1,216	25	355	397	368	307	277	359	1,427	+19.4	636	-15.4
Wisconsin	20	9	453	20	124	148	147	129	110	135	548	+19.4	245	- 9.9
WEST NORTH CENTRAL	68	7	1,786	19	530	509	591	428	516	477	2,058	+14.9	993	- 4.4
Iowa	20	11	284	20	65	84	77	83	62	88	309	+ 8.8	150	+ 0.7
Kansas	10	8	219	28	69	69	76	58	67	60	272	+24.2	127	- 8.0
Minnesota	6	4	597	19	125	119	145	88	126	102	475	+19.6	228	- 5.8
Missouri	20	7	382	14	168	149	175	122	159	142	606	+16.1	301	- 2.6
Nebraska	8	10	343	36	103	87	111	67	93	81	368	+ 7.3	176	- 7.4
SOUTH ATLANTIC	83	11	1,477	18	455	431	461	362	426	404	1,739	+17.7	830	- 7.4
Georgia	11	8	180	11	50	44	48	35	46	39	177	+10.6	87	- 7.4
Maryland	7	7	109	15	31	34	31	33	27	37	129	+18.3	64	- 1.5
North Carolina	20	18	351	35	108	99	109	95	93	96	411	+17.1	189	- 8.7
Virginia	14	16	268	25	86	81	86	73	61	75	326	+21.6	136	- 6.0
West Virginia	15	19	201	28	59	62	67	53	54	56	241	+19.9	110	- 9.1
EAST SOUTH CENTRAL	48	14	951	29	300	293	298	253	277	284	1,144	+20.3	561	- 5.4
Alabama	6	14	149	27	51	46	47	43	43	44	184	+23.6	87	- 9.1
Kentucky	11	10	229	22	72	63	62	60	52	80	277	+21.0	132	-14.8
Tennessee	17	19	475	33	144	141	157	126	145	137	568	+19.6	282	- 1.1
WEST SOUTH CENTRAL	50	13	1,628	29	413	418	525	400	409	392	2,056	+26.3	1,001	- 2.9
Louisiana	8	15	261	25	70	71	104	69	108	68	349	+33.7	176	0.0
Oklahoma	9	13	334	40	101	73	108	67	103	71	349	+ 4.5	174	0.0
Texas	29	13	899	28	352	343	361	236	348	285	1,190	+32.4	573	- 3.8
MOUNTAIN	21	14	489	--	167	133	170	115	158	113	585	+19.6	271	- 9.7
PACIFIC	108	17	3,618	46	1,241	1,001	1,279	926	1,111	950	4,447	+16.5	2,061	- 8.1
California	85	16	3,200	48	1,064	843	1,051	805	932	803	3,754	+17.3	1,735	- 8.5
Oregon	8	17	311	48	91	74	118	53	83	68	336	+ 6.1	151	-10.3
Washington	15	19	307	29	86	84	116	67	96	82	363	+18.2	176	- 1.1
Cities of more than 500,000 Population														
Buffalo	7	12	187	23	45	62	59	49	34	57	215	+15.0	91	-15.0
Chicago	29	5	1,460	27	414	446	449	347	354	402	1,656	+13.4	756	-12.1
Cleveland	7	11	207	23	58	63	47	47	37	57	215	+ 3.9	94	-22.3
Detroit	12	9	293	16	79	98	85	74	51	72	336	+14.7	123	-30.5
Los Angeles	18	12	1,002	46	335	271	310	251	273	244	1,167	+16.5	517	-14.7
Milwaukee	9	9	291	24	85	87	99	73	83	76	344	+18.2	159	- 7.6
New York	89	6	1,282	9	304	437	278	330	252	425	1,399	+ 9.1	677	- 8.6
Philadelphia	16	6	286	13	91	104	92	81	71	92	368	+28.7	163	-14.4
San Francisco	16	19	761	59	262	191	289	196	241	187	936	+23.0	428	- 5.5

*States and cities with less than seven stores reporting or with a sample of less than nine percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

MILLINERY STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)					YEAR 1937			FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST-HALF 1937
UNITED STATES	866	830	36	$982,575	$926,715	$908,319	$889,541	$868,622	$889,724	$3,607,150	+12.0	$1,758,346	- 3.1
Independents	759	723	36	774,052	732,883	730,358	761,646	764,786	760,021	3,119,933	+13.0	1,524,747	- 2.8
Chains	107	107	--	108,523	193,832	117,967	127,895	97,896	129,703	487,217	+ 5.8	227,599	- 5.7
NEW ENGLAND	46	43	3	41,573	44,940	43,008	41,593	39,649	42,170	171,108	+ 2.2	81,819	- 5.4
Connecticut	15	15	--	14,653	15,039	14,606	14,684	13,717	13,490	58,982	+11.5	27,207	- 8.4
Massachusetts	22	20	2	19,316	22,015	20,493	19,907	19,025	20,926	81,981	- 4.6	39,951	- 3.8
MIDDLE ATLANTIC	230	223	15	169,884	200,256	171,207	193,308	163,136	186,575	734,649	+ 9.3	351,711	- 5.0
New Jersey	39	39	--	25,960	30,166	28,491	27,797	25,605	28,245	112,414	+19.1	53,850	- 4.1
New York	144	133	11	97,409	119,695	94,068	118,063	91,322	112,031	420,023	+ 9.3	203,353	- 5.2
Pennsylvania	55	51	4	46,515	50,395	47,858	47,448	46,209	46,299	198,210	+ 4.5	94,508	- 2.7
EAST NORTH CENTRAL	210	202	8	204,961	250,994	217,505	213,631	189,945	210,084	867,091	+13.5	400,029	- 8.2
Illinois	62	57	5	56,955	94,883	57,353	54,160	52,307	89,631	358,851	+ 5.2	178,018	- 6.2
Indiana	17	16	1	10,693	10,571	11,922	10,984	11,151	11,434	44,170	+15.6	22,585	+ 6.1
Michigan	42	41	1	32,529	39,375	36,199	37,628	29,598	32,808	145,725	+36.4	62,406	-13.2
Ohio	63	62	1	53,057	59,868	56,958	57,197	47,562	53,589	226,076	+16.1	101,391	-10.2
Wisconsin	26	26	--	21,727	24,803	22,073	23,668	19,273	22,322	92,271	+14.5	41,655	-10.5
WEST NORTH CENTRAL	68	63	5	83,276	85,984	86,201	80,400	82,969	83,497	335,860	+13.8	166,466	- 1.7
Iowa	20	16	4	8,922	10,978	10,067	11,870	8,778	10,914	41,827	+ 1.3	19,692	- 1.1
Kansas	10	10	--	10,725	11,313	11,080	11,935	10,967	12,108	45,053	+20.7	23,075	+ 4.7
Minnesota	8	7	1	19,673	19,628	20,349	16,323	20,337	18,895	76,003	+15.9	39,232	- 0.3
Missouri	20	20	--	27,687	26,821	27,867	24,725	27,427	26,493	108,100	+17.9	53,920	- 1.1
Nebraska	8	8	--	15,176	16,018	15,707	14,051	14,329	13,938	60,946	+ 9.2	28,867	- 9.4
SOUTH ATLANTIC	83	83	--	65,253	64,715	64,864	66,409	65,860	64,187	261,861	+ 7.4	130,047	+ 0.1
Georgia	11	11	--	7,139	6,586	6,881	6,148	6,276	6,138	26,754	+ 6.7	12,408	- 9.9
Maryland	7	7	--	4,705	5,329	5,181	5,515	4,713	5,455	20,728	+20.8	10,168	+ 1.4
North Carolina	20	20	--	15,284	14,368	17,093	17,764	17,149	17,183	66,645	+ 6.0	34,278	+ 6.5
Virginia	14	14	--	12,183	12,436	12,727	13,398	12,751	12,469	50,738	+ 6.0	25,220	+ 2.4
West Virginia	15	15	--	8,591	9,306	8,930	9,584	8,938	8,717	36,331	+15.4	17,649	- 1.3
EAST SOUTH CENTRAL	42	42	--	42,783	46,443	47,563	47,518	45,765	48,094	184,307	+13.7	94,860	+ 5.3
Alabama	8	8	--	7,425	7,978	7,391	7,968	8,106	7,993	30,148	+27.0	16,099	+ 8.8
Kentucky	11	11	--	10,869	12,200	10,929	11,798	10,777	13,348	45,196	+13.8	24,119	+ 7.3
Tennessee	17	17	--	21,802	22,563	25,315	23,181	23,463	22,801	92,861	+11.6	46,284	+ 5.8
WEST SOUTH CENTRAL	50	49	1	78,901	71,662	78,495	68,244	79,075	69,995	297,306	+20.3	149,070	- 1.0
Louisiana	8	8	--	12,905	12,802	13,903	12,150	13,102	11,065	51,760	+24.8	24,167	- 6.0
Oklahoma	9	9	--	14,212	12,375	14,087	11,765	14,696	12,967	52,437	+27.9	27,663	+ 4.0
Texas	29	28	1	45,118	40,771	44,638	39,356	45,415	40,942	169,877	+17.1	86,357	+ 0.6
MOUNTAIN	21	21	--	19,975	19,110	20,197	18,158	19,977	18,821	77,440	+12.8	38,798	- 0.7
PACIFIC	108	104	4	175,970	162,611	179,265	160,286	172,245	164,301	678,132	+12.6	339,546	+ 0.3
California	85	81	4	148,475	136,548	149,831	134,485	145,384	136,919	569,079	+14.4	282,303	- 1.0
Oregon	8	8	--	13,761	12,532	14,798	12,806	14,835	13,066	54,897	- 1.0	27,901	+ 6.1
Washington	15	15	--	13,734	13,531	14,636	12,855	12,026	14,316	54,156	+12.1	29,402	+ 7.8
Cities of more than 500,000 Population													
Buffalo	7	6	1	8,821	11,607	10,524	10,741	8,712	10,486	41,703	+ 7.7	19,198	- 6.0
Chicago	29	27	2	67,867	73,821	70,325	61,385	61,807	65,818	273,398	+ 2.7	127,625	- 9.9
Cleveland	7	7	--	8,070	8,490	7,637	7,875	6,870	7,606	32,092	+ 7.5	14,476	-15.0
Detroit	15	12	3	15,130	16,857	17,322	17,144	13,275	15,436	66,958	+45.5	28,711	-15.0
Los Angeles	18	18	--	47,284	42,860	44,200	41,238	41,544	39,095	175,582	+12.8	80,639	-10.5
Milwaukee	9	9	--	15,094	15,739	14,906	14,644	13,848	14,037	60,383	+16.8	27,888	- 9.6
New York	89	79	10	59,724	71,649	52,707	72,517	56,513	68,425	256,597	+ 9.1	124,938	- 4.9
Philadelphia	16	14	2	11,522	12,016	10,197	10,888	9,986	11,991	44,083	+ 5.7	21,977	- 6.6
San Francisco	16	15	1	36,695	34,102	45,381	35,858	40,001	36,789	153,436	+26.5	76,790	+ 5.5

* *States and cities with less than seven stores reporting or with a sample of less than nine percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

Preliminary report
(4 pages)

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Census Survey of Business: 1937-38
Retail Distribution

MOTOR VEHICLE DEALERS

More than 3,000 motor vehicle dealers throughout the country, with aggregate sales in 1937 of $667,875,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 35.2 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 30.5 percent and the second quarter a loss of 38.8 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 35.5 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Motor Vehicle Dealers		
	Establishments	Sales	Change from Preceding Period
1929 Census	45,301	$6,407,512,000	--
1933 Census	30,646	2,127,720,000	-66.8%
1935 Census	35,045	3,847,642,000	+80.8%
Identical establishments included in this Survey:			
Year 1935	3,050	492,958,000	--
Year 1937	3,050	667,875,000	+35.5%
First Half 1937	3,050	364,087,000	--
First Half 1938	3,050	235,895,000	-35.2%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 23.5 percent; second quarter, 31.0 percent; third quarter, 25.6 percent; fourth quarter, 19.9 percent. All geographic divisions and all States, with the exception of Nebraska and North Dakota, show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 23.3 percent for the West South Central Division to 45.1 percent for the East North Central Division. Included among the 3,050 identical establishments are 21 identical units of chains. Sales of these identical chain units totalled $11,177,000 in 1937, an increase of 51.1 percent over their sales in 1935.

Pay Roll

Of the 3,050 establishments included in the Survey, 50 reported no paid employees. The remaining 3,000 reported pay roll, exclusive of the services of proprietors, to the amount of $61,802,000 for 1937, representing an increase of 43.7 percent over their pay roll for 1935. They reported a total pay roll of $25,630,000 for the first half of 1938, a decrease of 14.6 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+35.5	+43.7
First half 1938 compared with first half 1937	-35.2	-14.6

Size of Sample

The establishments included in this Survey constitute e sample of 13 percent in sales and 9 percent in number of all motor vehicle establishments shown in the 1935 Census. A summary follows:

	Establishments			Seles in 1935 (thousands)		
	Total	Independents	Cheins	Total	Independents	Chains
1935 Census	35,045	34,510	535	$3,847,642	$3,679,305	$168,337
1937 Survey	3,050	3,029	21	492,958	485,559	7,399
Percent Sample	9%	9%	4%	13%	13%	4%

Compared with the above averege size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Esteblishments	Sales		Esteblishments	Sales
	%	%		%	%
Baltimore	8	7	Milwaukee	10	20
Boston	12	6	New York	8	14
Buffalo	9	12	Philadelphia	7	15
Chicago	5	6	Pittsburgh	10	12
Cleveland	7	13	San Francisco	5	6
Detroit	4	5	St. Louis	8	15
Los Angeles	3	9			

Kinds of Business end Tables

The esteblishments covered in this report represent the two kind-of-business classifications carried in the regular Business Censuses es "Motor-vehicle dealers (new)" and "Used-car dealers". Attached are tebles showing sales and pey roll for each quarter by geographic divisions, States and principal cities. Beceuse of the small number of chein units included in the Survey, separete figures for independents and chains can be shown only in United States totels. Also, separete figures ere not shown in the tebles for States end cities for which the sample represents five percent or less of the 1935 sales. However, data for the Stetes omitted ere included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by about 3,000 retailers, who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail motor vehicle trade, but rather to provide e reliable indicator of trends since the lest regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less then $5,000, and those which came into existence since 1935 were not canvessed, and those which have gone out of business necesserily are omitted. Reporting for this Survey wes voluntary; hence, some stores failed to cooperete or delayed their returns beyond the closing date. For convenience in eveluating the importance of the stores included, percentege columns are carried in the accompanying sales table which show the weight of sample by Stetes.

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This is one of e series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releeses for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesele as well es reteil trede and is netion-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who wes also in charge of previous Business Censuses. Retail trade reports are prepared under the immediete supervision of James C. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

MOTOR VEHICLE DEALERS.

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)					YEAR 1937			FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	3,050	9	$492,958	13	$157,249	$206,826	$171,106	$132,682	$109,224	$126,671	$667,675	-35.5	$235,895	-35.2
Independents	3,029	9	488,559	13	154,335	203,346	168,556	130,461	107,061	124,051	656,698	-35.2	231,112	-35.4
Chains	21	4	7,399	4	2,914	3,498	2,550	2,221	2,163	2,620	11,177	+51.1	4,783	-25.3
Motor-Vehicle Dealers (New)	2,898	10	487,047	13	155,419	204,423	169,036	131,265	107,919	125,096	660,143	+35.5	233,015	-35.2
Used-Car Dealers	152	3	5,911	5	1,830	2,415	2,070	1,417	1,305	1,575	7,732	+30.8	2,880	-32.2
NEW ENGLAND	258	11	33,172	13	10,988	15,581	11,766	8,565	6,934	9,569	46,837	+41.2	16,503	-37.7
Connecticut	68	13	9,696	18	3,362	4,580	3,434	2,644	1,865	2,565	14,420	+48.7	4,430	-44.8
Maine	36	11	3,398	12	1,123	1,875	1,243	646	791	1,233	5,087	+49.7	2,014	-32.8
Massachusetts	108	10	12,414	10	4,116	5,925	4,261	3,193	2,896	3,854	17,495	+40.9	6,750	-32.8
New Hampshire	21	11	2,759	16	767	1,014	827	555	463	595	3,163	+14.6	1,058	-40.6
Rhode Island	14	9	2,585	12	992	1,140	956	580	474	636	3,668	+41.9	1,110	-47.9
Vermont	17	11	2,320	15	628	997	945	547	445	686	3,004	+29.5	1,143	-23.1
MIDDLE ATLANTIC	571	10	103,530	15	34,450	49,600	38,253	29,101	23,811	30,091	151,454	+46.2	53,882	-35.9
New Jersey	82	9	13,197	12	4,316	6,017	4,682	4,283	3,562	4,091	19,298	+46.8	7,653	-25.9
New York	249	10	54,847	16	17,744	25,741	18,757	14,845	12,592	16,298	77,086	+40.5	28,890	-34.6
Pennsylvania	240	10	35,486	15	12,391	17,842	14,814	9,973	7,657	9,702	55,070	+55.2	17,339	-42.0
EAST NORTH CENTRAL	805	10	115,691	13	39,014	50,824	40,182	28,835	23,086	28,207	158,855	+37.3	49,293	-45.1
Illinois	208	11	28,822	12	8,468	11,750	9,236	6,996	5,185	7,453	35,372	+35.7	13,638	-32.3
Indiana	111	10	16,091	17	5,663	7,211	5,980	3,854	3,215	3,922	23,169	+28.1	7,194	-44.5
Michigan	155	9	25,654	11	7,976	10,489	8,123	5,849	4,096	4,318	38,437	+37.1	8,409	-54.5
Ohio	185	8	29,111	13	10,688	13,006	10,427	7,310	5,675	6,051	41,531	+42.0	11,726	-50.5
Wisconsin	152	11	16,213	17	4,277	7,368	6,474	4,956	3,918	4,407	25,546	+57.6	8,326	-41.1
WEST NORTH CENTRAL	399	7	58,654	12	15,817	18,946	16,558	12,664	11,016	13,328	61,985	+17.7	24,344	-25.7
Iowa	86	7	10,356	12	2,450	3,656	2,904	2,349	2,121	2,663	11,369	+9.7	4,784	-21.7
Kansas	72	8	8,788	12	2,102	2,832	2,803	1,942	1,690	1,994	9,679	+10.1	3,684	-25.3
Minnesota	69	6	9,498	9	2,432	3,837	2,826	2,126	1,905	2,354	10,803	+27.1	4,259	-25.7
Missouri	68	8	14,540	13	4,097	5,835	5,019	4,094	3,503	3,845	19,845	+36.5	7,324	-31.8
Nebraska	50	8	6,904	14	1,408	2,034	1,804	1,421	1,102	1,522	7,769	+ 2.0	2,827	-23.7
North Dakota	26	9	2,878	13	517	798	908	607	568	812	3,830	+33.1	1,360	+57.9
SOUTH ATLANTIC	266	8	46,625	11	15,124	18,647	15,053	13,142	11,485	12,023	61,966	+32.9	23,508	-30.4
Delaware	6	9	1,724	17	591	911	691	549	474	605	3,748	+69.0	1,080	-26.1
Florida	56	13	10,161	15	1,903	3,328	2,767	3,130	3,037	2,853	13,345	+31.3	5,874	-23.8
Georgia	32	6	5,021	8	1,740	1,842	1,503	1,118	1,102	1,030	6,803	+23.5	2,132	-40.5
Maryland	28	9	4,651	9	1,674	2,386	1,767	1,501	1,233	1,545	7,388	+57.6	2,778	-31.6
South Carolina	17	5	2,923	8	1,087	1,477	1,044	886	649	784	4,197	+43.6	1,433	-4.3
Virginia	67	12	12,098	20	3,155	4,255	3,677	3,218	2,675	2,900	14,305	+18.2	5,575	-24.8
West Virginia	32	8	3,858	10	1,260	2,044	1,576	1,100	863	1,028	5,980	+55.0	1,891	-42.8
EAST SOUTH CENTRAL	132	8	24,378	13	7,283	8,595	7,778	5,951	5,400	5,435	29,607	+21.4	10,835	-31.8
Alabama	30	6	4,165	9	1,178	1,512	1,415	979	872	1,009	5,486	+31.7	1,881	-25.4
Kentucky	41	8	5,415	11	1,682	2,103	1,864	1,427	1,307	1,301	7,096	+31.0	2,608	-31.1
Mississippi	27	9	3,978	14	1,076	1,276	1,201	1,018	907	1,049	5,849	+47.0	1,861	-24.5
Tennessee	44	10	10,803	17	3,231	3,564	3,066	2,527	2,314	2,254	12,386	+14.7	4,570	-32.7
WEST SOUTH CENTRAL	208	7	32,406	11	10,438	14,494	14,043	11,555	10,781	9,977	58,690	+33.7	20,758	-23.3
Arkansas	30	10	5,183	18	1,639	2,014	1,935	1,447	1,820	1,275	7,035	+35.7	2,495	-31.1
Louisiana	22	7	5,312	12	1,818	2,410	1,615	1,669	1,971	1,671	7,563	+23.6	3,642	-19.0
Oklahoma	44	7	5,555	8	1,479	1,887	1,978	1,435	1,385	1,403	6,779	+22.0	2,788	-17.2
Texas	112	7	23,352	11	5,798	8,183	8,515	7,104	6,745	6,628	37,313	+59.8	11,833	+23.6
MOUNTAIN	140	9	26,437	15	7,399	10,112	9,450	7,139	6,391	6,396	34,100	+29.0	11,387	-35.3
Arizona	9	6	1,090	6	452	544	416	330	240	277	1,741	+60.0	517	-48.1
Colorado	42	10	7,066	16	2,055	2,929	2,891	2,251	1,421	1,853	10,187	+44.2	3,274	-44.1
Idaho	27	13	3,149	20	2,019	2,583	2,549	1,814	1,317	1,619	8,965	+25.4	2,936	-36.2
Montana	24	9	4,476	14	991	1,550	1,344	1,033	744	1,053	4,918	+ 9.9	1,797	-29.2
Nevada	4	8	616	10	136	206	251	180	111	134	882	+43.0	245	-51.7
New Mexico	7	6	2,449	16	679	885	792	667	514	640	3,023	+23.4	1,154	-46.2
Utah	9	6	1,000	9	260	300	357	259	186	256	1,201	+20.6	442	-19.0
Wyoming	18	11	2,594	17	717	855	850	603	398	565	3,085	+16.6	963	-38.7
PACIFIC	271	8	51,065	12	16,679	20,099	18,083	15,530	11,842	13,665	70,451	+37.9	25,507	-30.6
California	190	7	39,824	13	12,954	14,416	13,409	11,984	9,102	10,366	58,713	+32.4	19,468	-28.9
Oregon	38	9	5,481	12	1,933	2,965	2,894	2,104	1,535	1,897	9,896	+33.8	3,432	-29.6
Washington	43	8	5,760	9	1,792	2,718	2,780	1,542	1,205	1,402	8,392	+45.7	2,607	-40.9
Cities of more than 500,000 Population														
Baltimore	8	8	1,934	7	503	1,138	803	901	593	529	3,457	+79.3	1,122	-36.9
Boston	8	12	1,588	6	460	811	328	257	287	356	1,632	+ 7.2	643	-38.9
Buffalo	8	9	2,461	12	1,102	1,414	790	782	571	690	4,088	+66.1	1,261	-49.9
Chicago	20	5	5,242	6	1,779	2,312	1,926	1,423	1,275	1,627	8,860	+69.0	3,902	-53.6
Cleveland	11	7	3,745	13	1,357	1,579	1,339	849	793	827	5,124	+36.9	1,620	-44.8
Los Angeles	17	3	6,154	9	2,204	2,234	1,885	1,735	1,414	1,566	8,058	+30.9	3,010	-32.8
Milwaukee	15	10	6,048	20	2,600	2,519	2,108	1,628	1,814	1,857	8,655	+43.1	3,671	-49.8
New York	48	8	15,882	11	5,263	7,614	4,929	4,152	3,852	5,217	22,089	+39.1	9,069	-30.3
Philadelphia	13	7	5,620	15	1,696	2,455	1,734	1,558	1,178	1,260	7,483	+33.2	2,438	-41.3
Pittsburgh	7	10	2,196	13	874	1,548	1,824	707	716	734	4,801	+98.1	1,510	-37.6
San Francisco	7	5	1,339	6	399	433	494	405	360	428	1,731	+24.6	788	- 5.3
St. Louis	13	8	5,640	15	2,151	2,370	1,896	1,626	1,385	1,385	8,043	+42.6	2,715	-40.0

* States and cities with a sample of five percent or less of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

CENSUS SURVEY OF BUSINESS: 1937-38

MOTOR VEHICLE DEALERS.

RETAIL DISTRIBUTION

TABLE 2.--PAY ROLL, BY PAYROLLS FOR 1938 (FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS. 1937-38 (see note)					YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	3,050	3,000	50	$13,818,680	$16,208,368	$14,850,311	$15,382,664	$12,748,281	$13,886,935	$61,802,023	+13.7	$25,629,756	-14.6
Independents	3,029	2,979	50	12,549,377	15,913,372	13,599,084	15,614,729	12,500,377	13,645,215	60,694,968	+13.3	25,145,592	-14.7
Chains	21	21	--	269,103	288,796	241,227	287,935	248,444	241,719	1,107,061	+19.2	484,163	-15.2
Motor-Vehicle Dealers (New) and Used-Car Dealers	2,898	2,867	31	15,621,564	16,006,670	15,658,050	15,727,110	12,581,772	12,717,212	61,043,494	+44.0	25,298,984	-14.9
	152	133	19	167,016	195,698	200,261	195,554	161,049	169,723	758,529	+25.6	330,772	-5.8
NEW ENGLAND	258	257	1	956,553	1,135,685	1,098,470	1,211,318	878,871	946,016	4,372,006	+43.1	1,824,887	-18.0
Connecticut	68	68	--	295,848	332,085	327,300	360,395	263,874	285,097	1,335,688	+49.7	528,971	-15.8
Maine	56	56	--	103,717	127,715	127,144	130,027	104,980	120,237	308,580	+58.6	225,217	- 8.9
Massachusetts	108	101	1	354,666	445,914	413,218	448,172	343,386	375,807	1,661,964	+38.6	719,723	-10.0
New Hampshire	21	21	--	64,802	81,219	74,113	78,417	57,083	61,071	292,551	+41.7	118,094	-19.1
Rhode Island	14	14	--	63,187	73,036	71,995	88,177	57,246	59,651	300,135	+42.2	116,997	-17.8
Vermont	17	17	--	54,313	69,719	69,765	79,350	52,762	64,593	273,148	+58.9	115,865	- 5.4
MIDDLE ATLANTIC	571	563	8	2,994,401	3,663,101	3,534,079	3,493,281	2,771,578	3,088,358	13,691,506	+47.5	5,653,930	-15.8
New Jersey	82	82	--	408,234	490,277	471,245	529,697	398,886	401,115	1,866,713	+43.5	800,001	- 9.7
New York	349	345	4	1,492,432	1,817,950	1,761,553	1,699,215	1,367,358	1,480,006	6,759,681	+47.0	2,847,364	-14.0
Pennsylvania	140	136	4	1,093,735	1,371,891	1,301,893	1,264,849	1,005,434	1,201,231	5,065,112	+49.7	2,006,565	-18.7
EAST NORTH CENTRAL	805	793	12	3,186,186	3,787,088	3,678,952	3,546,623	2,723,559	2,895,356	14,198,809	+48.0	5,417,915	-28.3
Illinois	202	200	2	697,396	847,214	825,468	812,797	649,916	684,528	3,182,835	+41.8	1,334,514	-13.6
Indiana	111	109	2	324,154	416,185	397,231	381,617	290,841	317,333	1,319,187	+56.3	608,174	-25.7
Michigan	155	153	2	698,059	818,437	761,956	739,809	519,565	475,318	3,008,841	+52.0	994,883	-53.9
Ohio	185	183	2	1,114,988	1366,379	1,346,859	1,309,269	989,966	1,090,154	4,590,983	+48.2	1,860,102	-25.6
Wisconsin	152	148	4	461,595	538,873	564,398	532,731	423,491	446,823	2,097,617	+46.6	879,314	-18.1
WEST NORTH CENTRAL	399	395	14	1,185,495	1,385,808	1,396,783	1,384,798	1,187,787	1,249,805	5,358,878	+28.2	2,437,232	- 5.8
Iowa	88	86	2	306,690	349,193	355,499	346,281	310,795	325,090	957,663	+23.4	655,885	- 4.4
Kansas	72	69	3	186,027	211,518	221,051	230,503	193,687	197,782	848,903	+16.5	391,469	- 1.5
Minnesota	69	65	4	221,659	278,877	287,375	274,597	228,528	245,899	1,042,308	+35.7	474,287	- 5.3
Missouri	82	82	--	369,068	412,224	415,709	408,232	367,882	365,889	1,500,833	+26.7	723,771	- 7.5
Nebraska	50	47	3	109,128	119,258	121,291	118,617	100,145	107,196	481,152	+ 8.6	248,141	-11.4
North Dakota	26	24	2	59,642	69,771	70,458	68,261	64,945	74,013	268,126	+18.7	138,956	+ 7.4
SOUTH ATLANTIC	266	264	2	1,450,287	1,586,822	1,518,084	1,590,087	1,375,516	1,241,474	6,235,160	+48.4	2,716,990	-10.5
Delaware	6	6	--	58,123	63,641	61,491	71,139	54,903	56,277	254,394	+91.6	111,180	- 8.7
Florida	56	56	--	334,597	337,302	326,988	341,830	317,068	296,776	1,301,987	+41.5	614,001	- 7.7
Georgia	32	32	--	132,355	145,818	139,128	145,001	119,975	117,388	565,496	+38.3	236,163	-15.8
Maryland	28	28	--	182,707	186,121	181,218	213,235	149,931	151,182	753,553	+73.5	301,113	-14.4
South Carolina	17	17	--	88,910	101,264	99,081	94,816	78,844	75,740	364,011	+ 8.9	153,984	-13.0
Virginia	67	67	--	362,430	408,497	396,511	432,181	353,661	354,505	1,593,619	+31.5	708,166	- 7.4
West Virginia	32	31	1	171,655	156,955	153,674	151,974	128,997	114,454	601,761	+47.2	344,884	-14.2
EAST SOUTH CENTRAL	132	132	--	607,314	687,353	671,056	726,965	585,015	565,834	2,698,668	+35.9	1,150,849	-11.1
Alabama	80	80	--	97,535	114,324	115,005	114,238	92,469	90,050	441,983	+26.8	182,519	-13.8
Kentucky	41	41	--	150,090	172,041	165,188	195,194	147,930	142,591	682,503	+54.5	290,581	- 9.8
Mississippi	27	27	--	109,992	117,320	111,118	106,720	107,228	94,990	453,553	+35.8	192,865	- 4.5
Tennessee	44	44	--	251,908	283,049	268,812	275,413	237,896	235,656	1,077,184	+30.7	461,552	-15.7
WEST SOUTH CENTRAL	206	205	3	1,098,526	1,193,733	1,230,713	1,252,470	1,108,237	1,046,759	4,775,442	+45.7	2,148,996	- 6.3
Arkansas	30	30	--	114,444	130,116	132,668	139,285	118,204	106,334	496,057	+58.3	226,538	-11.6
Louisiana	22	21	1	149,948	161,167	159,591	164,866	150,849	148,858	634,972	+43.5	299,179	- 5.9
Oklahoma	44	43	1	141,330	154,202	162,052	172,411	145,477	144,746	629,447	+43.1	290,823	- 1.6
Texas	118	111	1	693,804	718,248	776,402	774,908	693,707	646,821	3,014,966	+48.8	1,332,456	- 6.3
MOUNTAIN	140	138	2	782,747	946,535	940,933	892,809	698,183	748,667	3,560,688	+45.5	1,440,860	-16.7
Arizona	9	9	--	48,256	59,809	58,065	45,498	37,025	38,744	208,648	+71.0	69,767	-30.4
Colorado	45	41	1	223,790	264,667	276,375	257,702	209,011	214,733	1,044,494	+52.3	423,791	-14.7
Idaho	27	27	--	203,089	245,298	245,622	233,239	169,175	177,578	927,348	+49.7	346,753	-22.7
Montana	24	23	1	104,908	127,106	133,115	137,545	107,651	127,490	505,774	+36.7	345,071	+ 5.6
Nevada	4	4	--	22,513	25,520	23,921	17,490	14,401	13,584	90,445	+61.0	27,385	-48.9
New Mexico	7	7	--	84,259	91,287	85,043	76,130	76,733	59,576	351,457	+51.2	152,865	-18.8
Utah	9	9	--	30,442	34,761	33,149	36,652	26,718	27,789	135,084	+53.9	54,307	-15.4
Wyoming	16	16	--	44,778	97,907	85,643	78,940	58,074	82,039	292,374	+26.9	120,113	-15.6
PACIFIC	271	265	8	1,577,247	1,810,111	1,799,311	1,756,869	1,421,735	1,416,992	6,922,938	+47.9	2,830,787	-15.2
California	195	183	7	1,209,343	1,356,862	1,346,842	1,306,551	1,081,304	1,087,797	5,219,577	+48.9	2,149,101	-13.0
Oregon	35	32	1	195,899	242,639	245,098	231,538	185,935	194,393	915,874	+46.7	361,388	-13.0
Washington	41	48	--	172,005	210,610	207,371	198,100	150,456	134,802	786,886	+58.9	308,838	-19.4
Cities of more than 500,000 Population													
Baltimore	8	8	--	88,834	104,184	97,157	134,148	78,341	73,974	424,303	+101.8	152,318	-21.1
Boston	8	8	--	37,998	46,023	34,913	37,849	34,571	55,915	159,117	+11.4	70,484	-16.4
Buffalo	8	8	--	72,739	85,123	81,973	79,977	64,988	68,341	319,812	+71.9	138,329	-16.8
Chicago	20	20	--	156,853	208,887	179,658	176,975	141,995	157,921	714,863	+61.6	299,916	-16.5
Cleveland	11	11	--	128,834	139,215	126,013	105,725	96,807	94,207	555,979	+61.3	202,014	-22.0
Los Angeles	17	17	--	200,024	228,351	218,599	198,619	169,239	160,117	839,853	+70.9	329,356	-20.1
Milwaukee	15	15	--	136,904	148,250	140,892	142,839	114,896	119,450	609,885	+55.9	234,346	-17.8
New York	48	48	--	460,634	550,562	516,324	492,168	404,945	445,500	2,019,988	+55.0	850,445	-15.9
Philadelphia	13	13	--	191,535	232,065	227,713	233,064	183,776	177,448	884,387	+29.7	361,224	-14.7
Pittsburgh	7	7	--	77,694	123,201	106,463	90,791	83,389	84,047	398,149	+57.1	167,936	-16.4
San Francisco	7	7	--	37,914	41,427	44,307	58,392	31,725	33,058	159,633	+21.4	64,765	-18.4
St. Louis	13	15	--	136,512	154,855	153,098	147,690	130,454	123,971	598,138	+28.7	254,325	- 9.3

*States and cities with a sample of five percent or less of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

PAINT, GLASS AND WALL-PAPER STORES

Nearly 1,000 paint, glass and wall-peper stores throughout the country, with aggregate sales in 1937 of $31,918,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 7.7 percent of their sales for the same period of 1937. The first quarter of 1938 showed a gain of three-tenths of 1 percent and the second quarter a loss of 12.2 percent in compsrison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 26.1 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Paint, Glass and Wall-Peper Stores		
	Stores	Sales	Change from Preceding Period
1929 Census	8,870	$195,372,000	--
1933 Census	7,717	92,318,000	-52.7%
1935 Census	8,910	127,049,000	+37.6%
Identical stores included in this Survey:			
Year 1935	955	25,309,000	--
Year 1937	955	31,918,000	+26.1%
First Half 1937	955	16,180,000	--
First Half 1938	955	14,933,000	- 7.7%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 18.1 percent; seccnd quarter, 32.6 percent; third quarter, 26.4 percent; fourth quarter, 22.9 percent. All geographic divisions and all States show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows an increase of 6.0 percent for the West South Central Division with decreases for the remaining divisions, ranging from 5.1 percent for the West North Central Division to 17.7 percent for the Mountain Division. Included among the 955 identical stores are 130 identical units of chains. Sales of these identical chain units totalled $7,445,000 in 1937, an increase of 32.2 percent over their sales in 1935.

Pay Roll

Of the 955 stores included in the Survey, 105 reported no paid employees. The remaining 850 reported pay roll, exclusive of the services of proprietors, to the amount of $4,553,000 for 1937, representing an increase of 28.6 percent over their pay roll for 1935. They reported a total pay roll of $2,123,000 for the first half of 1938, a decrease of 1.2 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+26.1	+28.6
First half 1938 compared with first half 1937	- 7.7	- 1.2

Size of Sample

The stores included in this Survey constitute a sample of 20 percent in sales and 11 percent in number of all paint, glass and wall-paper stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	8,910	8,137	773	$127,049	$99,324	$27,725
1937 Survey	955	825	130	25,309	19,677	5,632
Percent Sample	11%	10%	17%	20%	20%	20%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	4	10	Milwaukee	1	1
Boston	5	7	New York	6	16
Buffalo	4	6	Philadelphia	11	38
Chicago	11	33	Pittsburgh	6	14
Cleveland	8	14	San Francisco	21	44
Detroit	7	16	St. Louis	9	11
Los Angeles	15	36			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States and principal cities. Because of the small number of chain units included in the Survey, separate figures for independents and chains can be shown only in United States totals. Also, separate figures are not shown in the tables for States and cities with five or less stores reporting, or for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by slightly more than 900 retailers, who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail paint, glass and wall-paper trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James C. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — **RETAIL DISTRIBUTION**

PAINT, GLASS AND WALL-PAPER STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)				YEAR 1937			FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF STORES INCLUDED TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	955	11	$25,309	20	$5,787	$10,393	$6,414	27,324	$5,804	$9,129	$31,918	+26.1	$14,933	+ 7.7
Independents	825	10	19,677	20	4,429	7,930	6,519	5,595	4,461	6,989	24,473	+24.4	11,450	- 7.4
Chains	130	17	5,632	20	1,358	2,463	1,895	1,729	1,343	2,140	7,445	+32.2	3,483	- 8.8
NEW ENGLAND	61	12	1,749	18	374	620	534	511	332	547	2,039	+16.6	879	-11.6
Connecticut	25	16	603	23	135	223	209	203	113	200	760	+25.6	313	-10.1
Massachusetts	42	12	914	18	201	318	261	245	173	268	1,019	+11.5	441	-14.0
MIDDLE ATLANTIC	285	9	7,948	19	1,708	2,911	2,456	2,450	1,619	2,588	9,525	+19.8	4,207	- 6.8
New Jersey	44	10	1,252	18	287	464	369	398	269	453	1,518	+21.2	722	- 3.9
New York	149	7	4,806	16	872	1,326	1,220	1,244	811	1,213	4,636	+11.6	2,084	- 7.9
Pennsylvania	92	12	2,490	27	549	1,121	837	808	539	1,022	3,315	+33.1	1,561	- 6.5
EAST NORTH CENTRAL	237	11	5,320	19	1,166	2,280	1,850	1,300	1,206	2,397	5,996	+31.0	3,603	- 6.3
Illinois	84	12	2,360	29	526	1,138	795	561	541	1,063	3,020	+28.0	1,604	- 3.6
Indiana	31	12	475	12	101	262	163	111	112	226	657	+38.3	338	- 6.9
Michigan	27	9	586	15	117	234	163	135	109	179	649	+23.4	288	-17.9
Ohio	72	10	1,456	17	294	607	504	321	317	704	1,936	+32.8	1,081	- 7.3
Wisconsin	23	9	501	14	128	239	205	162	127	225	734	+46.5	358	- 4.1
WEST NORTH CENTRAL	74	11	1,664	17	307	668	468	358	321	599	1,795	+ 7.9	920	- 5.1
Iowa	24	13	508	24	108	210	142	108	113	164	565	+18.3	277	- 2.7
Kansas	11	9	250	16	47	100	67	54	48	84	268	+ 7.2	132	-10.2
Minnesota	9	9	229	12	41	85	65	45	44	78	232	+ 1.3	122	+ 0.8
Missouri	17	8	471	15	76	190	130	93	80	173	469	+ 3.8	250	- 4.1
Nebraska	8	13	146	13	25	51	40	35	21	47	151	+ 2.0	68	-10.5
SOUTH ATLANTIC	59	11	1,878	18	435	743	596	566	470	605	2,341	+24.7	1,075	- 8.8
District of Columbia	8	22	293	30	59	126	86	82	86	135	329	+34.2	141	- 5.6
Maryland	11	10	268	20	56	105	84	89	60	103	334	+24.6	163	+ 1.2
Virginia	6	12	155	18	30	55	53	40	32	51	188	+21.2	93	- 2.1
West Virginia	9	11	240	24	53	135	83	67	54	101	338	+40.8	155	-17.6
EAST SOUTH CENTRAL	28	12	999	28	265	497	388	271	242	399	1,421	+42.2	641	-15.9
Kentucky	17	14	486	35	140	296	202	128	128	226	768	+57.6	354	-18.2
Tennessee	7	10	360	17	84	149	129	90	78	121	422	+25.6	199	-14.6
WEST SOUTH CENTRAL	34	9	827	11	246	341	344	299	277	345	1,230	+43.5	622	+ 5.0
Oklahoma	7	9	121	12	38	51	40	47	37	55	196	+29.8	92	+ 3.4
Texas	23	11	599	12	173	244	243	214	208	251	874	+45.9	453	+ 8.8
MOUNTAIN	32	19	855	28	248	372	301	254	206	304	1,175	+37.4	510	-17.7
Utah	6	26	205	29	49	88	66	58	54	73	261	+27.3	127	- 7.3
PACIFIC	139	17	4,039	33	1,037	1,567	1,477	1,315	1,131	1,245	5,396	+33.6	2,376	- 8.8
California	98	16	3,355	34	904	1,310	1,206	1,097	976	995	4,217	+34.6	1,973	-10.9
Oregon	8	13	226	30	49	90	100	68	53	89	317	+40.3	142	+ 5.2
Washington	23	20	458	25	88	167	171	136	100	161	562	+22.7	261	+ 8.4
Cities of more than 500,000 Population														
Chicago	37	11	1,424	33	313	685	446	382	325	641	1,766	+24.0	966	- 3.8
Cleveland	8	8	159	14	30	85	60	32	30	82	207	+30.2	112	- 2.6
Detroit	7	9	217	16	50	67	61	53	40	91	231	+ 6.5	91	-28.2
Los Angeles	27	15	1,105	36	323	439	410	361	296	396	1,553	+40.5	694	+ 8.9
New York	86	6	2,643	16	558	747	774	850	504	670	2,929	+10.8	1,174	-10.0
Philadelphia	21	11	993	38	226	405	324	364	216	303	1,319	+32.8	599	- 5.1
San Francisco	12	21	541	44	125	176	164	141	116	146	606	+12.0	262	-12.0
St. Louis	6	9	140	11	19	53	34	23	22	47	129	- 7.9	69	- 4.2

*States and cities with five or less stores reporting or with a sample of less than 10 percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

PAINT, GLASS AND WALL-PAPER STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)				YEAR 1937			FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	955	850	105	$944,673	$1,204,989	$1,147,081	$1,856,038	$998,304	$1,184,698	$4,552,775	+28.6	$2,182,918	- 1.2
Independents	625	720	105	765,264	986,091	935,329	1,002,181	808,827	926,031	3,688,865	+28.3	1,734,858	- 0.9
Chains	130	130	--	179,409	218,898	211,752	253,851	189,477	198,577	863,910	+29.8	388,054	- 2.6
NEW ENGLAND	81	74	7	79,531	107,725	103,097	115,194	80,160	99,935	403,547	+19.3	180,095	- 3.8
Connecticut	25	20	5	27,658	34,997	35,291	34,251	27,300	31,458	132,487	+21.4	58,758	- 6.5
Massachusetts	42	41	1	39,216	54,437	53,125	63,041	40,941	50,748	210,219	+18.0	91,689	- 2.5
MIDDLE ATLANTIC	235	227	48	247,551	298,048	283,733	314,609	249,874	288,318	1,143,281	+17.6	538,186	- 1.4
New Jersey	44	41	3	37,684	48,139	48,401	50,106	37,386	41,285	172,330	+22.8	78,671	- 1.4
New York	149	115	34	158,477	160,004	147,304	167,832	132,229	152,660	614,017	+15.3	284,897	- 4.6
Pennsylvania	92	81	11	71,370	95,905	93,628	96,671	80,259	94,359	357,574	+19.4	174,618	+ 4.4
EAST NORTH CENTRAL	239	212	25	212,418	296,104	280,541	272,613	236,249	261,166	1,061,670	+28.8	497,415	- 2.3
Illinois	84	71	13	90,377	123,818	126,776	121,976	115,773	99,374	462,949	+30.9	215,147	+ 0.4
Indiana	31	26	5	15,483	20,555	17,682	16,026	16,227	20,474	71,006	+25.7	36,721	+ 1.9
Michigan	27	24	3	19,186	25,453	24,214	23,433	19,554	21,023	92,286	+33.3	40,577	- 9.1
Ohio	72	69	3	64,252	93,974	79,008	80,898	61,122	68,382	320,132	+28.9	143,444	-10.5
Wisconsin	23	22	1	21,138	32,304	32,859	30,280	23,573	31,913	114,515	+60.9	61,526	+15.1
WEST NORTH CENTRAL	74	69	5	59,008	89,806	74,399	71,660	60,037	84,386	294,873	+16.8	144,363	- 3.0
Iowa	24	22	2	26,168	45,085	34,299	33,068	25,697	38,161	130,620	+34.4	64,858	- 9.0
Kansas	11	11	--	6,891	9,630	8,770	9,301	8,180	8,781	34,414	+ 7.4	16,961	+ 2.2
Minnesota	9	8	1	4,664	5,713	4,548	4,905	4,497	5,457	19,730	+17.3	9,954	- 4.1
Missouri	17	17	--	14,906	17,841	16,615	17,425	15,409	21,001	66,977	+ 5.7	36,410	+11.9
Nebraska	8	7	1	4,861	9,814	7,354	5,538	3,902	8,117	25,667	+ 8.3	12,019	- 8.1
SOUTH ATLANTIC	59	55	4	70,948	80,213	75,348	111,014	75,481	81,619	339,023	+36.9	157,100	+ 4.0
District of Columbia	8	7	1	22,668	24,948	23,979	32,217	23,306	24,862	103,912	+52.6	48,168	+ 1.2
Maryland	11	11	--	8,747	11,001	10,095	15,634	10,181	12,014	45,877	+23.4	22,195	+12.4
Virginia	6	5	1	3,718	5,330	4,738	5,679	5,977	6,989	19,415	-12.6	12,966	+44.1
West Virginia	9	9	--	10,989	13,230	12,736	12,674	12,186	13,851	49,829	+46.7	25,457	+ 5.0
EAST SOUTH CENTRAL	28	26	2	48,313	66,436	62,455	70,792	54,474	62,084	247,996	+36.6	116,558	+ 1.6
Kentucky	17	16	1	25,857	33,241	35,687	42,146	30,846	35,944	143,931	+49.6	66,790	+ 2.6
Tennessee	7	7	--	15,781	19,788	18,093	19,791	15,935	18,327	73,453	+26.5	34,262	- 3.7
WEST SOUTH CENTRAL	34	33	1	35,239	39,721	41,806	54,848	39,131	43,402	171,014	+31.3	82,533	+10.1
Oklahoma	7	7	--	6,883	8,534	9,425	7,045	6,801	7,905	33,872	+64.2	13,806	+15.4
Texas	23	22	1	25,619	28,277	29,424	35,404	28,610	32,258	118,724	+33.0	61,168	+13.5
MOUNTAIN	28	27	1	42,120	50,799	50,327	52,490	41,400	45,560	195,726	+49.9	86,960	- 6.4
Utah	5	5	--	15,476	14,483	14,909	17,690	12,825	13,989	58,843	+35.6	26,814	- 0.9
PACIFIC	129	117	12	149,691	176,137	173,775	195,422	161,498	188,204	695,005	+41.8	319,702	- 1.9
California	98	91	7	130,805	153,239	150,691	170,758	141,330	141,600	605,473	+41.9	282,930	- 0.4
Oregon	8	7	1	6,941	7,910	7,751	8,288	6,861	7,899	30,430	+34.7	14,760	+ 3.3
Washington	23	19	4	12,485	14,988	15,353	16,376	13,307	8,705	59,102	+45.1	22,012	-19.9
Cities of more than 500,000 Population													
Chicago	37	30	7	55,665	68,174	78,003	70,730	59,720	70,925	266,971	+20.0	130,645	+ 5.5
Cleveland	8	8	--	5,709	7,087	7,173	5,916	5,363	7,552	25,988	-10.6	12,915	+ 0.9
Detroit	7	5	2	6,004	6,159	6,091	6,875	6,388	6,943	25,129	+23.3	13,325	+ 9.6
Los Angeles	27	26	1	49,532	58,041	57,956	62,112	53,824	54,499	227,641	+53.0	108,323	+ 0.7
New York	86	63	23	82,365	84,246	82,922	95,929	78,565	81,893	345,462	+16.1	160,458	- 3.7
Philadelphia	31	19	2	26,451	31,853	30,917	37,415	28,289	31,644	126,636	+18.4	59,913	+ 9.6
San Francisco	12	12	--	20,430	23,007	22,253	23,808	20,500	20,815	90,898	+27.6	41,315	- 9.1
St. Louis	6	6	--	3,750	5,239	4,197	4,256	4,075	6,977	17,532	+ 7.5	11,052	+22.3

*States and cities with five or less stores reporting or with a sample of less than 10 percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

Preliminary report
(4 pages)

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Census Survey of Business: 1937-38
Retail Distribution

RADIO DEALERS

Nearly 250 radio stores throughout the country, with aggregate sales in 1937 of $8,080,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 22.4 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 12.9 percent and the second quarter a loss of 30.1 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 44.2 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals for number and sales of all retail radio stores follows:

	Stores	Sales	Change from Preceding Period
1929 Census	16,037	$561,772,000	--
1933 Census	8,161	113,899,000	-79.7%
1935 Census	4,296	57,152,000	-49.8%
Identical stores included in this Survey:			
Year 1935	243	5,602,000	--
Year 1937	243	8,080,000	+44.2%
First Half 1937	243	3,897,000	--
First Half 1938	243	3,024,000	-22.4%

Sales

All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows increases of 5.9 percent and 10.8 percent, respectively, for the West South Central Division and the East South Central and Mountain Divisions combined, with decreases for the remaining divisions, ranging from 12.4 percent for the West North Central Division to 36.7 percent for the East North Central Division. The total volume of sales for 1937 was distributed by quarters, as follows: First quarter 21.5%; second quarter 26.7%; third quarter 24.3%; fourth quarter 27.5%.

Pay Roll

Of the 243 stores included in the Survey, 34 reported no paid employees. The remaining 209 reported pay roll, exclusive of the services of proprietors, to the amount of $1,035,000 for 1937, representing an increase of 34.6 percent over their pay roll for 1935. They reported a total pay roll of $459,000 for the first half of 1938, a decrease of 6.1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+44.2	+34.6
First half 1938 compared with first half 1937	-22.4	- 6.1

Size of Sample

The stores included in this Survey constitute a sample of 10 percent in sales and six percent in number of all radio stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	4,296	$57,152,000
1937 Survey	243	5,602,000
Percent Sample	6%	10%

Attached are tables showing sales and pay roll for each quarter by geographic divisions and for the six States with the largest volume of sales.

Scope of Survey

The date contained in this report were supplied by 243 radio dealers, who submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail radio trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

RADIO DEALERS

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION AND STATE*	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	243	6	$5,602	10	$1,739	$2,158	$1,960	$2,223	$1,515	$1,509	$8,080	+44.2	$3,024	-22.4
Geographic Divisions														
New England	30	10	470	12	155	175	151	165	120	104	646	+37.4	224	-32.1
Middle Atlantic	69	6	1,813	7	632	783	676	880	580	568	2,971	+63.9	1,148	-18.9
East North Central	56	6	1,201	13	367	475	409	391	256	277	1,642	+36.7	533	-36.7
West North Central	15	3	335	11	96	114	121	116	90	94	447	+33.4	184	-12.4
South Atlantic	16	5	384	9	111	130	123	155	105	96	519	+35.2	201	-16.6
East South Central and Mountain	6	2	54	3	19	18	21	22	23	18	80	+48.1	41	+10.8
West South Central	8	4	132	8	36	49	39	47	39	51	171	+29.5	90	+ 5.9
Pacific	43	7	1,213	18	323	414	420	447	302	301	1,604	+32.2	603	-18.2
Selected States														
California	37	8	1,086	20	287	348	342	391	259	267	1,368	+26.0	526	-17.2
Massachusetts	13	8	273	13	76	85	69	88	66	54	318	+16.5	120	-25.5
Michigan	14	8	311	19	89	121	97	82	60	67	389	+25.1	127	-39.5
New York	37	6	1,282	7	433	452	442	660	420	385	1,987	+55.0	805	- 9.0
Ohio	15	5	457	16	136	183	154	135	95	103	610	+33.5	198	-38.3
Pennsylvania	24	8	403	11	142	254	169	146	116	125	711	+76.4	241	-39.1

* *Separate data for States are shown only for the six States with the largest volume of sales.*

RADIO DEALERS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION AND STATE*	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	243	209	34	$234,495	$254,745	$253,953	$291,466	$234,523	$224,662	$1,034,659	+34.6	$459,185	- 6.1
Geographic Divisions													
New England	30	27	3	22,232	23,942	21,092	24,303	18,099	17,294	91,569	+19.2	35,393	-23.3
Middle Atlantic	69	60	9	67,784	68,379	68,124	83,797	69,113	63,216	288,084	+29.4	132,329	- 2.8
East North Central	56	46	10	53,823	62,250	65,489	71,919	51,756	50,824	253,481	+38.1	102,580	-11.6
West North Central	15	12	3	14,361	15,518	15,112	16,520	14,278	14,901	61,505	+28.4	29,179	- 2.3
South Atlantic	16	16	--	20,067	19,946	21,042	23,636	19,710	19,538	84,691	+50.1	39,348	- 1.7
East South Central and Mountain	6	6	--	1,405	1,768	1,581	1,575	1,454	1,534	6,329	+49.4	2,988	- 5.8
West South Central	8	6	2	5,957	6,230	6,326	7,019	6,700	7,257	25,532	+58.8	13,957	+14.5
Pacific	43	36	7	48,866	56,718	55,187	62,697	53,413	49,998	223,468	+40.7	103,411	- 2.1
Selected States													
California	37	31	6	43,740	48,686	44,647	52,828	44,689	42,869	189,901	+32.6	87,558	- 5.3
Massachusetts	13	11	2	13,584	15,251	12,324	14,619	10,521	10,413	55,778	+ 3.3	20,934	-27.4
Michigan	14	12	2	12,451	16,449	14,760	16,349	12,391	12,205	60,009	+40.3	24,596	-14.9
New York	37	35	2	51,566	49,266	49,297	59,941	50,877	44,358	210,070	+24.8	95,235	- 5.6
Ohio	15	13	2	19,255	21,860	25,854	23,815	18,023	16,065	90,784	+39.7	34,088	-17.1
Pennsylvania	24	18	6	11,580	14,598	14,346	18,140	13,465	14,349	58,664	+52.9	27,814	+ 6.2

* *Separate data for States are shown only for the six States with the largest volume of sales.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report (4 pages)

Census Survey of Business: 1937-38
Retail Distribution

RESTAURANTS, CAFETERIAS AND LUNCH ROOMS

More than 6,000 restaurants, cafeterias and lunch rooms throughout the country, with aggregate sales in 1937 of $236,207,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 7.1 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 3.8 percent and the second quarter a loss of 10.2 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 24.3 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Restaurants, Cafeterias and Lunch Rooms		
	Establishments	Sales	Change from Preceding Period
1929 Census	96,950	$1,602,913,000	--
1933 Census	124,090	1,089,134,000	-39.6%
1935 Census	113,037	1,453,118,000	+33.4%
Identical establishments included in this Survey:			
Year 1935	6,447	190,044,000	--
Year 1937	6,447	236,207,000	+24.3%
First Half 1937	6,447	114,676,000	--
First Half 1938	6,447	106,490,000	- 7.1%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 23.2 percent; second quarter, 25.3 percent; third quarter, 26.0 percent; fourth quarter, 25.5 percent. All geographic divisions and all States, with the exception of New Hampshire, show sales increases from 1935 to 1937. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from 1.6 percent for the West South Central Division to 12.5 percent for the East North Central Division. Included among the 6,447 identical establishments are 256 identical units of chains. Sales of these identical chain units totalled $34,205,000 in 1937, an increase of 17.4 percent over their sales in 1935.

Pay Roll

Of the 6,447 establishments included in the Survey, 224 reported no paid employees. The remaining 6,223 reported pay roll, exclusive of the services of proprietors, to the amount of $49,144,000 for 1937, representing an increase of 26.0 percent over their pay roll for 1935. They reported a total pay roll of $24,025,000 for the first half of 1938, an increase of 2.2 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+24.3	+26.0
First half 1938 compared with first half 1937	- 7.1	+ 2.2

Size of Sample

The establishments included in this Survey constitute a sample of 13 percent in sales and six percent in number of all restaurants, cafeterias and lunch rooms shown in the 1935 Census. A summary follows:

	Establishments			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	113,037	110,299	2,738	$1,453,118	$1,239,389	$213,729
1937 Survey	6,447	6,191	256	190,044	160,917	29,127
Percent Sample	6%	6%	9%	13%	13%	14%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Establishments	Sales		Establishments	Sales
	%	%		%	%
Baltimore	5	9	Milwaukee	8	14
Boston	9	16	New York	11	16
Buffalo	7	10	Philadelphia	7	17
Chicago	6	11	Pittsburgh	12	27
Cleveland	7	20	San Francisco	10	18
Detroit	7	14	St. Louis	5	13
Los Angeles	7	18			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Because of the small number of chain units included in this Survey, separate figures for independents and chains can be shown only in United States totals. Separate figures are not shown in the tables for States and cities with less than 10 establishments reporting, or for which the sample represents less than seven percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report represent 6,447 establishments, for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the restaurant business, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Establishments with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some establishments failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the establishments included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions, States and cities.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

RESTAURANTS, CAFETERIAS AND LUNCH ROOMS

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE: Number Of Stores Included In 1937-38 Survey	SIZE AND PROPORTION OF SAMPLE: Percent Of Such Stores To All Stores In 1935 Census	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	SIZE AND PROPORTION OF SAMPLE: Percent Of Such Sales To All Sales In 1935 Census	SALES BY QUARTERS, 1937-38 (add 000): First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	YEAR 1937: Sales (add 000)	Percent Change From 1935	FIRST HALF 1938: Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	6,447	6	$190,044	13	$54,941	$59,735	$61,393	$60,138	$52,631	$53,659	$236,207	+24.3	$106,490	- 7.1
Independents	6,191	6	180,917	15	46,540	51,170	52,695	51,297	45,069	45,986	202,002	+25.5	91,055	- 6.9
Chains	256	9	89,127	14	8,401	8,565	8,698	8,841	7,562	7,673	34,205	+17.4	15,235	- 8.5
NEW ENGLAND	527	7	16,708	12	4,581	5,076	5,118	5,033	4,221	4,507	19,808	+18.6	8,728	- 9.6
Connecticut	132	9	2,921	11	814	937	1,021	955	758	849	3,747	+28.3	1,607	- 9.3
Maine	30	3	567	7	134	134	152	122	122	146	536	+ 9.6	268	- 3.6
Massachusetts	296	8	11,077	14	3,094	3,340	3,240	3,341	2,849	2,970	13,015	+17.5	5,819	- 9.6
New Hampshire	17	3	721	8	158	180	201	164	139	152	703	- 2.5	291	-13.9
Rhode Island	52	7	1,228	16	381	375	374	359	303	389	1,449	+17.3	634	-11.0
MIDDLE ATLANTIC	2,148	8	76,107	15	22,024	23,420	23,588	24,174	21,569	21,354	93,156	+22.4	42,923	- 5.6
New Jersey	216	8	5,588	16	1,343	1,503	2,166	2,099	1,745	1,839	8,161	+23.9	3,584	- 8.0
New York	1,452	9	54,277	15	15,674	16,491	16,454	17,127	15,530	15,098	65,746	+21.1	30,628	- 4.8
Pennsylvania	480	7	15,242	17	4,507	4,686	4,908	4,948	4,294	4,417	19,249	+26.3	8,711	- 7.3
EAST NORTH CENTRAL	1,287	6	33,698	13	9,961	11,252	11,626	10,926	9,103	9,461	43,775	+29.9	18,564	-12.5
Illinois	288	5	9,884	11	2,614	2,906	2,901	2,884	2,584	2,570	11,250	+26.6	5,094	- 6.4
Indiana	161	5	5,317	13	981	1,128	1,161	1,096	901	975	4,366	+31.6	1,876	-11.0
Michigan	276	7	5,668	15	1,734	1,983	2,075	1,934	1,572	1,625	7,726	+36.3	3,197	-14.0
Ohio	449	7	15,563	16	4,005	4,577	4,656	4,288	3,518	3,631	17,526	+29.2	7,149	-16.7
Wisconsin	112	7	2,252	15	627	745	828	707	588	660	2,907	+29.1	1,248	- 9.0
WEST NORTH CENTRAL	530	4	13,510	11	3,503	4,004	4,287	3,870	3,430	3,679	15,664	+15.9	7,109	- 5.8
Iowa	143	6	3,116	14	770	875	962	849	768	851	3,456	+10.9	1,599	- 8.8
Kansas	83	2	988	7	273	308	325	289	268	266	1,135	+14.9	534	- 9.1
Minnesota	128	5	3,548	12	933	1,086	1,199	1,051	902	1,006	4,269	+20.3	1,908	- 5.5
Missouri	132	4	4,307	13	1,145	1,289	1,391	1,253	1,130	1,166	4,988	+15.8	2,296	- 5.7
South Dakota	23	3	511	8	181	149	178	131	103	188	579	+13.5	231	-14.4
SOUTH ATLANTIC	399	4	10,974	10	3,305	3,466	3,486	3,555	3,119	3,180	13,552	+23.5	6,299	- 7.9
District of Columbia	87	11	3,853	15	1,009	1,093	1,025	980	915	987	4,107	+ 6.6	1,902	- 9.5
Florida	53	3	1,446	8	397	395	359	464	395	377	1,615	+25.5	772	- 8.0
Maryland	57	5	1,627	10	476	504	515	567	419	497	2,062	+26.8	916	-15.5
Virginia	48	5	905	7	286	343	350	316	288	316	1,295	+43.1	604	- 4.0
West Virginia	61	6	1,256	15	388	454	484	428	382	397	1,754	+39.6	779	- 7.5
EAST SOUTH CENTRAL	161	3	3,577	9	1,098	1,257	1,219	1,231	1,105	1,125	4,805	+34.5	2,230	- 5.3
Alabama	44	4	904	9	273	308	284	287	256	288	1,151	+44.4	544	- 4.2
Kentucky	51	3	1,545	14	455	566	530	529	470	505	2,080	+34.6	975	- 4.2
Mississippi	15	2	272	7	68	101	106	107	97	97	402	+47.8	194	+ 2.6
WEST SOUTH CENTRAL	218	2	5,225	7	1,656	1,584	1,607	1,740	1,678	1,510	6,587	+26.1	3,188	- 1.6
Arkansas	28	2	402	7	116	131	138	121	118	118	524	+30.5	236	- 0.2
Louisiana	56	3	1,365	11	536	417	385	511	553	405	1,851	+35.6	958	+ 0.3
Texas	125	2	2,946	7	863	886	932	959	866	845	3,640	+23.6	1,711	- 2.2
MOUNTAIN	166	4	5,201	7	973	1,156	1,539	1,131	908	985	4,605	+43.9	1,893	-11.3
Arizona	20	4	548	7	126	136	183	129	122	111	574	+34.4	233	-15.7
Colorado	52	4	1,005	8	315	380	475	381	307	328	1,551	+54.3	635	- 8.6
Idaho	18	4	409	9	114	143	180	129	91	111	564	+37.9	202	-21.1
Montana	22	3	511	7	145	171	161	164	126	146	661	+29.4	272	-15.3
Utah	29	8	364	10	108	126	131	129	110	114	494	+28.6	224	- 4.3
Wyoming	13	4	286	9	78	101	128	102	76	87	409	+43.0	163	- 8.9
PACIFIC	1,011	7	27,044	15	7,834	8,500	9,245	8,978	7,698	7,918	33,255	+26.7	15,616	- 4.4
California	778	9	21,437	14	6,294	6,784	7,268	6,947	6,280	6,258	26,293	+27.5	12,538	- 3.7
Oregon	74	5	1,698	11	461	537	611	588	434	475	2,157	+27.0	909	-10.7
Washington	161	8	3,909	17	1,057	1,204	1,339	1,203	1,044	1,185	4,803	+22.9	2,129	- 5.8
Cities of more than 500,000 Population														
Baltimore	37	5	1,004	9	319	342	345	377	305	314	1,383	+37.7	619	- 6.4
Boston	89	9	3,403	16	1,155	1,289	1,476	1,701	1,464	1,439	5,623	+17.0	2,944	- 6.4
Buffalo	43	7	1,051	10	317	376	357	333	271	275	1,383	+31.6	546	-21.2
Chicago	146	6	4,227	11	1,090	1,243	1,267	2,085	1,220	1,275	7,685	+26.6	5,595	- 6.2
Cleveland	79	7	3,948	20	1,058	1,147	1,206	1,140	881	864	4,353	+18.3	1,745	-20.9
Detroit	114	7	2,814	14	673	921	908	939	726	753	3,641	+29.4	1,539	-14.2
Los Angeles	210	7	7,861	18	2,385	2,400	2,465	2,448	2,300	2,234	9,718	+23.6	4,534	- 5.2
Milwaukee	29	8	905	14	251	256	275	264	222	224	1,026	+27.5	446	- 8.8
New York	940	11	42,838	16	12,673	12,829	12,355	13,575	12,611	11,762	51,432	+20.1	24,373	- 4.4
Philadelphia	106	7	5,636	17	1,641	1,693	1,618	1,830	1,567	1,544	6,782	+20.3	3,111	- 6.7
Pittsburgh	73	12	5,800	27	1,165	1,212	1,219	1,220	1,120	1,113	4,816	+26.7	2,233	- 5.8
San Francisco	188	10	4,970	18	1,455	1,604	1,711	1,686	1,452	1,491	6,427	+29.3	2,943	- 2.9
St. Louis	43	5	1,656	13	432	471	483	479	427	434	1,865	+12.6	861	- 4.7

* *States and cities with less than 10 stores reporting or with a sample of less than seven percent or the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

RESTAURANTS, CAFETERIAS AND LUNCH ROOMS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	6,447	6,223	224	$11,342,893	$12,161,630	$12,279,002	$13,061,450	$11,833,367	$12,190,689	$49,143,983	+ 26.0	$24,024,056	+ 2.2
Independents	6,191	5,967	224	9,323,134	10,048,128	10,427,700	10,806,980	9,736,755	10,103,330	40,607,932	+ 27.7	19,840,085	+ 2.4
Chains	256	256	--	2,019,769	2,113,510	2,151,308	2,254,470	2,097,212	2,087,359	8,536,051	+ 18.3	4,184,271	+ 1.3
NEW ENGLAND	527	499	28	953,369	1,033,515	1,064,849	1,100,291	958,407	981,868	4,151,903	+ 17.2	1,934,869	- 2.6
Connecticut	138	115	17	161,318	181,129	189,528	193,171	159,981	170,464	725,140	+ 15.6	330,345	- 3.5
Maine	30	30	--	23,822	28,460	30,808	29,186	25,167	27,411	118,816	+ 15.1	52,578	+ 0.5
Massachusetts	296	286	10	549,323	593,477	709,845	742,639	553,271	564,228	2,795,284	+ 17.3	1,317,499	- 1.9
New Hampshire	17	17	--	30,850	43,230	43,697	45,201	36,140	35,669	167,478	+ 16.2	71,809	-11.9
Rhode Island	40	39	1	70,044	76,836	77,400	80,940	69,015	73,184	304,680	+ 8.4	142,139	- 2.8
MIDDLE ATLANTIC	2,148	2,053	95	4,464,921	4,721,051	4,805,577	5,123,435	4,664,329	4,805,960	19,134,984	+ 21.3	9,470,289	+ 4.0
New Jersey	216	210	6	353,961	417,356	440,953	451,359	411,168	424,410	1,684,199	+ 18.3	835,578	+ 4.3
New York	1,458	1,395	67	3,218,301	3,334,787	3,361,916	3,606,118	3,285,799	3,478,890	13,486,128	+ 21.5	6,729,689	+ 3.2
Pennsylvania	480	458	22	917,639	968,908	1,002,708	1,065,958	997,362	1,007,660	3,964,663	+ 21.7	1,905,022	+ 4.3
EAST NORTH CENTRAL	1,287	1,257	30	2,059,487	2,278,814	2,378,778	2,429,980	2,141,107	2,162,953	9,141,059	+ 34.9	4,304,060	- 0.8
Illinois	289	283	6	575,444	689,305	642,576	673,556	618,719	630,370	2,580,941	+ 31.1	1,249,089	+ 3.7
Indiana	161	158	3	187,549	200,940	215,412	223,188	192,733	192,728	827,033	+ 35.4	385,461	- 0.8
Michigan	274	272	4	374,008	418,172	457,907	456,260	376,031	373,999	1,686,823	+ 45.3	749,030	- 3.4
Ohio	449	436	13	809,219	904,044	928,173	936,051	833,611	842,770	3,577,507	+ 32.3	1,676,381	- 2.8
Wisconsin	112	108	4	113,267	186,373	140,934	138,891	120,013	124,092	519,365	+ 40.2	244,105	+ 1.9
WEST NORTH CENTRAL	530	513	20	708,468	764,031	795,313	806,519	739,874	764,557	3,074,544	+ 30.8	1,504,431	+ 2.8
Iowa	143	132	11	138,967	141,778	146,533	149,709	140,709	144,789	563,315	+ 14.3	285,498	+ 5.5
Kansas	53	52	1	42,599	46,714	47,043	49,046	43,340	45,395	187,408	+ 15.0	88,735	+ 0.6
Minnesota	128	124	4	188,826	214,708	216,034	220,044	197,391	209,614	829,036	+ 26.1	407,005	+ 3.6
Missouri	138	129	9	276,637	293,969	304,744	311,455	284,295	291,845	1,186,874	+ 28.2	576,140	+ 1.1
South Dakota	23	23	--	23,391	25,059	26,695	23,480	23,083	21,537	98,565	+ 1.7	43,610	-10.0
SOUTH ATLANTIC	399	384	15	569,741	605,320	609,596	681,168	581,346	588,373	2,405,815	+ 19.6	1,163,719	- 1.0
District of Columbia	67	65	2	213,411	234,327	220,760	223,231	206,510	210,948	881,629	+ 15.8	417,458	- 4.6
Florida	58	56	2	91,304	76,438	69,431	82,546	94,433	73,925	324,439	+ 19.5	168,358	- 7.7
Maryland	57	53	2	75,056	95,178	101,863	95,786	79,178	90,530	367,883	+ 25.0	169,708	- 0.3
Virginia	68	66	2	41,527	45,854	53,116	46,777	45,556	47,877	187,404	+ 25.0	92,833	+ 6.1
West Virginia	61	58	3	54,444	71,371	64,426	132,828	55,669	75,093	344,156	+ 23.0	315,378	+ 0.8
EAST SOUTH CENTRAL	161	154	7	168,088	204,877	206,150	230,356	201,114	205,866	813,465	+ 16.5	406,980	+ 5.2
Alabama	44	40	4	40,180	43,160	43,442	46,493	43,601	43,881	176,831	+ 20.2	87,482	+ 5.0
Kentucky	81	80	1	84,460	99,568	100,443	106,398	94,613	99,313	390,909	+ 21.6	193,926	+ 5.4
Mississippi	15	14	--	14,975	16,985	16,944	17,510	17,988	18,389	68,354	+ 24.0	36,284	+13.4
WEST SOUTH CENTRAL	218	217	1	287,903	298,774	296,884	314,227	304,714	301,751	1,193,188	+ 24.0	606,465	+ 4.4
Arkansas	22	22	--	16,366	16,930	16,930	16,263	16,846	16,360	74,319	+ 26.3	33,206	+ 2.2
Louisiana	36	36	--	65,074	62,433	79,743	91,183	86,164	85,257	338,435	+ 24.1	166,421	+ 0.5
Texas	160	159	1	206,463	219,411	200,211	206,781	201,704	200,134	780,434	+ 23.6	406,838	+ 6.3
MOUNTAIN	166	164	2	205,496	228,560	246,176	230,668	217,398	210,553	918,890	+ 49.6	428,351	+ 1.8
Arizona	30	17	1	29,512	29,496	31,097	28,474	31,017	28,811	118,578	+ 48.5	59,828	- 3.7
Colorado	52	52	--	55,365	63,514	74,471	70,077	63,040	64,188	263,427	+ 44.0	127,228	+ 7.0
Idaho	18	17	1	35,418	38,691	38,490	39,227	31,935	33,563	113,826	+ 55.5	65,498	-15.9
Montana	22	22	--	35,833	35,954	40,158	39,468	35,803	36,401	150,856	+ 31.5	72,204	- 0.8
Utah	29	29	--	34,519	33,744	35,998	29,497	29,753	27,777	125,744	+ 33.6	58,530	+10.5
Wyoming	13	13	--	14,427	16,777	21,962	14,023	15,850	19,813	71,535	+ 39.2	33,861	- 3.8
PACIFIC	1,011	985	26	1,891,463	2,037,696	2,128,200	2,264,514	2,031,872	2,066,614	8,315,925	+ 36.5	4,090,698	+ 4.3
California	776	758	18	1,452,866	1,583,497	1,640,523	1,767,617	1,553,106	1,586,900	6,553,473	+ 37.8	3,140,006	+ 4.6
Oregon	74	74	--	100,064	112,863	132,388	125,427	113,617	117,657	488,748	+ 28.7	231,274	+ 0.2
Washington	161	156	5	338,533	341,336	355,289	371,470	365,149	362,057	1,273,740	+ 32.2	719,418	+ 4.4
Cities of more than 500,000 Population													
Baltimore	37	36	1	54,389	58,294	60,814	65,054	62,604	59,572	236,491	+ 33.8	122,176	+ 8.5
Boston	89	88	1	338,628	358,866	354,313	394,476	346,344	345,586	1,440,281	+ 21.1	691,930	+ 0.1
Buffalo	43	40	3	65,593	70,017	72,166	70,054	68,066	65,001	277,830	+ 19.5	187,067	- 6.3
Chicago	146	143	3	452,597	467,408	472,871	507,227	464,817	470,983	1,879,333	+ 32.7	934,908	+ 4.0
Cleveland	79	77	2	247,307	263,212	271,413	283,582	255,905	256,056	1,065,588	+ 18.6	513,961	+ 0.7
Detroit	114	112	2	207,772	232,390	227,277	247,464	203,304	196,926	905,204	+ 36.9	400,230	- 7.0
Los Angeles	210	206	2	395,304	418,845	466,650	460,048	414,355	413,228	2,054,880	+ 36.1	1,027,577	+ 1.2
Milwaukee	29	28	1	43,076	46,435	49,910	52,955	44,617	44,929	191,396	+ 31.3	89,546	+ 1.2
New York	940	913	27	2,624,149	2,711,695	2,655,620	2,986,407	2,854,085	2,834,540	10,948,071	+ 21.5	5,478,625	+ 2.7
Philadelphia	104	102	4	366,322	387,713	390,971	436,415	413,618	413,307	1,591,431	+ 10.5	826,125	+ 6.7
Pittsburgh	73	73	3	232,931	252,752	259,692	270,445	229,288	256,351	1,016,838	+ 31.1	517,639	+ 6.6
San Francisco	128	125	3	394,000	429,254	437,868	472,008	424,393	442,724	1,753,824	+ 38.6	877,107	+ 6.5
St. Louis	43	43	1	102,845	106,000	110,433	111,297	100,526	105,368	431,575	+ 24.6	208,894	- 1.4

* *States and cities with less than 10 stores reporting or with a sample of less than seven percent of the 1935 sales are not shown separately. Data for such States are included in their respective geographic division totals.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

SHOE STORE CHAINS

Fifty-eight shoe chain organizations, operating 3,717 stores throughout the country with aggregate sales of $168,494,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were off 10.4 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 17.8 percent and the second quarter a loss of 5.1 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 19.6 percent when compared with a total of $140,833,000 in 3,453 stores in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: first quarter, 20.5 percent; second quarter, 28.7 percent; third quarter, 23.7 percent; fourth quarter, 27.1 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows increases of four-tenths of 1 percent and 7.2 percent, respectively, for the West South Central and Mountain Divisions, with decreases for the remaining divisions ranging from 3.5 percent for the West North Central Division to 15.1 percent for the East North Central Division.

Pay Roll

Total store pay roll (not including central-office nor warehouse pay rolls) amounted to $18,439,000 for 1937, representing an increase of 19.9 percent over the total for 1935. For the first half of 1938 a pay roll of $8,538,000 was reported, a decrease of 1.6 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+19.6	+19.9
First half 1938 compared with first half 1937	-10.4	- 1.6

Size of Sample

The stores of the 58 chains covered in this Survey constitute a sample of 49 percent in sales, and 59 percent in number of all chain stores shown in the 1935 Census. Included among the 58 chains are six leased department chains which operated 692 units in 1937 with aggregate sales of $29,550,000 as compared with 682 units with sales of $25,298,000 in 1935. A summary for all chains follows:

	Stores	Sales in 1935
1935 Census	5,805	$284,884,000
1937 Survey	3,453	140,833,000
Percent Sample	59%	49%

Identical Chain Units (Stores)

In chain store reporting, comparisons may be shown either for identical chains as a whole regardless of changes in the number of stores, or for identical units which were operated in both periods. Tables are shown in this report for 2,206 identical units of shoe store chains for which separate and comparable data are available for both 1937 and 1935. Similar tables for identical independent stores are included in a report recently issued on independent shoe stores. Following is a summary of percentage changes in sales and pay roll comparing identical chain organizations, chain units and independent stores.

	Percent Change			
	Year 1935 to Year 1937		First half 1937 to first half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Identical chain organizations (58)	+19.6	+19.9	-10.4	-1.6
Identical chain units (2,206)	+14.2	+12.5	-13.7	-6.0
Identical independent stores (1,379)	+17.3	+17.9	- 6.8	-1.2

Tables 1 and 2 show sales and pay roll for identical chain organizations, by quarters and by geographic divisions. Identical units of the same chains are shown in equal detail in Tables 1A and 2A.

Scope of Survey

The data contained in this report were supplied by 58 shoe chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of chains in the retail shoe trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales tables which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail Trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

SHOE STORE CHAINS

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Size and Proportion of Sample					Sales by Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number of Chains Included in 1937-38 Survey	Number of Units Reported		1935 Sales of Units Included in 1937-38 Survey (add 000)	Percent of Such Sales to All Sales in 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First-Half 1937
		1937-38	1935												
UNITED STATES	58	3,717	3,453	$140,833	49	$34,617	$48,316	$39,931	$45,630	$28,462	$45,843	$168,494	+19.6	$74,305	-10.4
New England	18	290	285	11,256	51	2,836	3,887	3,067	3,724	2,255	3,672	13,516	+20.1	5,927	-11.9
Middle Atlantic	28	1,073	1,002	41,922	41	10,387	14,212	11,299	13,994	8,614	13,519	49,292	+17.6	22,133	-10.0
East North Central	43	1,269	1,125	45,528	67	10,867	16,339	13,746	14,811	8,425	14,670	53,763	+22.5	23,095	-15.1
West North Central	21	254	244	9,036	51	1,993	3,091	2,639	2,805	1,840	3,054	10,328	+16.5	4,904	- 3.5
South Atlantic	24	269	266	10,284	43	2,706	3,470	2,718	3,431	2,160	3,466	12,325	+19.8	5,606	- 9.2
East South Central	21	142	138	4,644	56	1,157	1,621	1,282	1,504	925	1,556	5,564	+14.9	2,483	-10.6
West South Central	15	164	157	6,369	46	1,719	2,205	1,935	2,377	1,629	2,310	8,236	+29.3	3,939	+ 0.4
Mountain	13	35	31	1,215	40	326	439	439	492	336	484	1,696	+39.6	820	+ 7.2
Pacific	18	221	205	10,377	41	2,624	3,052	2,806	3,092	2,278	3,120	11,574	+11.5	5,398	- 4.9

SHOE STORE CHAINS

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

[Represents all units (stores), including new and discontinued units, operated during the period covered]

GEOGRAPHIC DIVISION	Number of Chains Included in 1937-38 Survey	Number of Units Reported		Pay Roll by Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		1937-38	1935	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First-Half 1937
UNITED STATES	58	3,717	3,453	$3,926,539	$4,754,698	$4,557,687	$5,000,512	$3,826,919	$4,711,506	$18,439,436	+19.9	$8,538,425	- 1.6
New England	18	290	285	325,127	381,193	375,336	421,769	317,314	368,516	1,503,624	+18.1	685,830	- 2.9
Middle Atlantic	28	1,073	1,002	1,125,672	1,324,306	1,276,461	1,463,872	1,120,811	1,335,819	5,190,307	+20.6	2,456,630	+ 0.3
East North Central	43	1,269	1,125	1,303,980	1,653,881	1,552,269	1,769,276	1,230,903	1,570,421	6,279,348	+21.7	2,800,924	- 3.3
West North Central	21	254	244	239,276	302,757	292,568	328,279	240,232	307,372	1,162,880	+14.2	547,604	+ 1.0
South Atlantic	24	269	266	256,271	300,213	279,554	332,374	239,072	304,388	1,168,422	+10.6	543,460	- 2.3
East South Central	21	142	138	118,443	145,216	137,993	160,903	116,612	145,814	562,555	+11.0	262,426	- 0.5
West South Central	15	164	157	168,464	197,153	198,346	237,053	160,226	211,912	801,014	+28.8	372,138	+ 7.3
Mountain	13	35	31	35,543	41,716	45,222	53,932	40,342	46,118	177,413	+42.1	86,460	+11.9
Pacific	18	221	205	353,823	408,267	398,731	433,052	341,807	421,146	1,593,873	+21.5	762,953	- 0.1

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND–Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC–N. J., N. Y., Pa.
EAST NORTH CENTRAL–Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL–Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC–Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL–Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL–Ark., La., Okla., Tex.
MOUNTAIN–Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC–Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38 — **RETAIL DISTRIBUTION**

SHOE STORE CHAINS

TABLE 1A.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935
IDENTICAL CHAIN UNITS(STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF STORES INCLUDED IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,206	44	$91,823	36	$21,804	$29,701	$25,409	$27,961	$17,674	$26,727	$104,875	+14.2	$44,431	-13.7
New England	111	25	5,173	26	1,259	1,643	1,322	1,515	1,044	1,445	5,739	+10.9	2,489	-14.2
Middle Atlantic	633	36	25,693	26	6,023	8,122	6,612	7,626	4,936	7,156	29,583	+11.8	12,104	-14.4
East North Central	776	61	31,867	54	7,222	10,584	9,060	9,586	5,421	8,984	36,392	+14.2	14,405	-18.8
West North Central	162	48	6,257	47	1,305	2,063	1,814	1,886	1,227	1,985	7,090	+13.3	3,212	- 6.0
South Atlantic	162	38	5,617	31	1,735	2,250	1,819	2,218	1,368	2,136	8,022	+21.2	3,504	-18.1
East South Central	82	63	2,915	43	733	1,011	825	920	586	948	3,489	+19.7	1,534	-12.0
West South Central	92	51	3,509	34	972	1,163	1,052	1,267	914	1,161	4,474	+27.5	2,075	- 3.7
Mountain	14	24	700	27	175	214	201	222	156	208	812	+16.0	364	- 6.4
Pacific	174	41	9,091	39	2,330	2,691	2,504	2,749	2,020	2,724	10,274	+13.0	4,744	- 5.5

SHOE STORE CHAINS

TABLE 2A.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937
IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
		FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	2,206	$2,726,610	$3,227,128	$3,077,134	$3,429,355	$2,548,940	$3,049,933	$12,460,227	+12.5	$5,598,873	- 6.0
New England	111	186,702	214,226	204,940	219,519	188,156	198,468	825,387	+11.4	380,624	- 5.1
Middle Atlantic	633	761,164	868,576	825,369	930,432	710,899	817,280	3,375,543	+10.4	1,528,179	- 6.2
East North Central	776	896,784	1,107,671	1,047,610	1,166,382	813,876	999,176	4,218,347	+11.6	1,813,052	- 9.5
West North Central	162	175,241	217,740	209,350	229,742	168,262	218,419	838,173	+ 8.0	380,681	- 3.8
South Atlantic	162	184,177	214,947	196,860	230,870	162,477	205,186	826,854	+ 7.6	367,663	- 7.9
East South Central	82	83,089	101,307	94,515	106,357	79,453	98,365	385,268	+10.7	177,838	- 3.6
West South Central	92	112,668	127,848	125,636	146,904	112,636	129,008	512,446	+23.7	241,628	+ 0.7
Mountain	14	19,675	22,211	22,488	26,516	19,862	23,617	91,030	+15.9	43,479	+ 3.3
Pacific	174	306,870	353,240	350,436	382,633	299,329	366,400	1,393,179	+24.3	665,729	+ 0.9

Note: Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND–Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC–N. J., N. Y., Pa.
EAST NORTH CENTRAL–Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL–Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC–Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL–Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL–Ark., La., Okla., Tex.
MOUNTAIN–Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC–Calif., Oreg., Wash.

Immediate
Release

Preliminary report
(4 pages)

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Census Survey of Business: 1937-38
Retail Distribution

SHOE STORES (EXCEPT SHOE CHAINS)

Nearly 1,400 independent shoe stores throughout the country, with aggregate sales in 1937 of $44,856,000, reported to the Bureau of the Census that their sales for the second quarter of 1938 increased 43.5 percent over the preceding quarter. Sales during the first half of 1938 were off 6.8 percent as compared with their sales for the same period of 1937. The first quarter of 1938 showed a loss of 10.2 percent and the second quarter a loss of 4.3 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 17.3 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison of previous Census totals for number and sales of shoe stores, excluding shoe chains, follows:

	Stores	Sales	Change from Preceding Period
1929 Census	19,167	$500,613,000	--
1933 Census	14,394	228,343,000	-54.4%
1935 Census	13,961	255,835,000	+12.0%
Identical stores included in Survey:			
Year 1935	1,379	38,256,000	--
Year 1937	1,379	44,856,000	+17.3%
First Half 1937	1,379	22,016,000	--
First Half 1938	1,379	20,519,000	- 6.8%

Sales

All geographic divisions and all States, with the exception of Delaware and South Carolina, show sales increases from 1935 to 1937. The sample includes only two stores for Delaware and one store for South Carolina. A comparison of the first half of 1938 with the first half of 1937 shows an increase of 6.3 percent for the West South Central Division with decreases for each of the remaining divisions, ranging from seven-tenths of 1 percent for the Mountain Division to 13.1 percent for the East North Central Division. The increase in the West South Central Division is due primarily to the influence of one or two relatively large stores in each of the States of Oklahoma and Texas.

Pay Roll

Of the 1,379 stores included in the Survey, 246 reported no paid employees. The remaining 1,133 stores reported pay roll, exclusive of the services of proprietors, to the amount of $5,433,000 for 1937, representing an increase of 17.9 percent over the total for 1935, and $2,545,000 for the first half of 1938, a decrease of 1.2 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+17.3	+17.9
First half 1938 compared with first half 1937	- 6.8	- 1.2

Size of Sample

The stores included in the Survey constitute a sample of 15 percent in sales, and 10 percent in number of all shoe stores (except units of chains) shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	13,961	$255,835,000
1937 Survey	1,379	38,256,000
Percent Sample	10%	15%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample Stores %	Size of Sample Sales %	City	Size of Sample Stores %	Size of Sample Sales %
Baltimore	6	7	Milwaukee	13	26
Boston	9	34	New York	7	13
Buffalo	9	11	Philadelphia	2	4
Chicago	8	15	Pittsburgh	16	21
Cleveland	6	12	San Francisco	17	50
Detroit	6	4	St. Louis	7	12
Los Angeles	15	37			

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States, and principal cities. Seperate figures are not shown in the tables for States and cities with five or less stores reporting or for which the sample represents less than 10 percent of the 1935 sales. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 1,379 shoe stores, other than units of chains, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail shoe trade. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

SHOE STORES (except shoe chains)

TABLE 1.-SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)				YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT INCREASE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	1,379	16	$36,256	15	$9,368	$10,628	$10,814	$12,026	$8,428	$12,091	$44,856	17.3	$20,519	- 6.8
NEW ENGLAND	156	11	4,921	19	1,150	1,628	1,346	1,586	1,135	1,630	5,674	15.3	2,765	- 1.3
Connecticut	33	13	675	14	163	231	187	213	138	207	794	17.6	339	-14.0
Maine	17	12	482	20	96	131	116	123	65	122	446	5.4	187	- 9.7
Massachusetts	83	10	2,954	21	755	1,019	827	921	771	1,046	3,469	18.1	1,817	+ 4.4
New Hampshire	8	9	148	11	33	43	41	43	23	41	165	11.5	64	-18.5
Rhode Island	9	10	602	14	131	177	132	175	117	167	615	2.2	294	- 7.8
Vermont	6	15	119	17	25	46	43	31	25	47	185	38.7	72	+ 1.4
MIDDLE ATLANTIC	361	8	9,240	13	2,307	3,219	2,531	2,795	1,943	2,958	10,858	17.4	4,906	-11.8
New Jersey	92	8	1,357	13	357	481	392	429	301	436	1,659	22.3	737	-18.1
New York	199	8	5,010	13	1,238	1,691	1,394	1,445	1,052	1,560	5,668	13.1	2,612	-10.5
Pennsylvania	110	9	2,873	14	712	1,047	845	921	585	962	3,525	22.7	1,547	-12.1
EAST NORTH CENTRAL	344	10	7,854	13	1,916	2,750	2,365	2,521	1,604	2,459	9,560	21.7	4,063	-13.1
Illinois	83	8	1,861	13	487	623	534	574	437	590	2,224	19.5	1,027	- 8.9
Indiana	42	13	1,146	18	291	398	356	351	239	347	1,396	21.8	586	-15.0
Michigan	75	11	1,684	13	417	650	538	583	330	537	2,188	29.9	867	-18.7
Ohio	79	9	1,563	10	398	540	472	490	310	476	1,894	19.6	786	-15.7
Wisconsin	65	13	1,580	20	329	541	465	523	298	509	1,858	17.6	807	- 7.2
WEST NORTH CENTRAL	138	9	3,045	12	614	971	833	918	597	949	3,336	9.6	1,546	- 3.5
Iowa	39	9	824	13	164	264	217	255	160	264	900	9.2	424	- 2.5
Kansas	15	9	370	12	80	116	116	113	83	111	425	14.9	194	- 1.0
Minnesota	27	9	494	10	97	168	139	153	101	164	597	12.8	265	0.0
Missouri	40	8	956	12	195	291	247	277	172	278	1,010	5.6	450	- 7.4
Nebraska	14	13	403	11	39	64	55	59	41	61	217	6.9	102	- 1.0
SOUTH ATLANTIC	89	10	2,519	11	656	801	674	816	599	785	2,947	17.0	1,384	- 5.0
Florida	16	11	289	13	100	85	62	98	94	89	345	19.4	183	- 1.1
Georgia	20	15	569	14	160	193	172	207	146	199	738	24.3	345	- 2.3
Virginia	14	10	567	16	138	178	155	180	135	177	651	14.8	312	- 1.3
West Virginia	11	13	413	19	94	138	111	122	84	111	466	10.2	196	-12.8
EAST SOUTH CENTRAL	31	7	956	10	235	318	251	302	210	289	1,100	15.1	497	- 9.1
Kentucky	11	8	371	14	85	117	90	108	72	110	394	6.2	182	- 9.9
WEST SOUTH CENTRAL	63	10	2,292	14	615	686	725	805	626	727	2,803	22.3	1,353	+ 6.3
Arkansas	15	14	445	25	120	145	124	126	114	134	545	22.5	248	+ 5.4
Louisiana	17	11	396	11	99	115	104	130	98	113	448	13.1	211	- 1.4
Oklahoma	14	10	479	16	125	161	157	176	134	176	619	29.2	310	+ 8.4
Texas	20	7	972	13	271	237	340	373	280	304	1,191	22.5	584	+15.0
MOUNTAIN	42	18	1,077	21	250	338	342	360	240	344	1,290	19.8	584	- 0.7
Colorado	18	27	497	38	111	146	149	145	107	141	552	11.1	248	- 3.5
Montana	13	27	380	26	76	110	115	122	73	116	423	32.2	189	+ 1.6
PACIFIC	155	16	6,352	28	1,645	1,919	1,747	1,983	1,469	1,952	7,294	14.8	3,421	- 4.0
California	126	18	5,772	34	1,503	1,730	1,555	1,806	1,324	1,774	6,602	14.4	3,098	- 4.1
Oregon	17	20	304	17	72	93	97	91	62	85	333	16.1	147	-10.9
Cities of more than 500,000 Population														
Boston	14	9	1,307	34	331	489	406	424	357	548	1,650	26.2	905	+10.4
Buffalo	8	9	129	11	24	46	35	36	20	35	141	9.3	55	-21.4
Chicago	34	8	916	15	253	328	266	269	210	275	1,110	21.2	485	-15.7
Cleveland	10	6	332	12	85	106	103	98	68	98	394	18.7	166	-14.0
Los Angeles	22	15	1,344	37	383	448	344	407	329	415	1,582	17.7	744	-10.5
Milwaukee	15	13	668	26	140	227	193	233	120	211	793	19.8	331	- 9.8
New York	104	7	3,184	13	852	1,062	760	878	717	977	3,592	11.4	1,694	-11.5
Pittsburgh	13	16	341	21	84	131	107	106	75	126	438	28.5	201	- 6.5
San Francisco	12	17	1,473	50	381	411	403	437	333	427	1,628	10.8	760	- 4.0
St. Louis	13	7	399	12	92	125	102	116	70	114	435	9.0	184	-15.8

* States and cities with five or less stores reporting or with a sample of less than 10 percent of 1935 sales are not shown separately. Data for such States are included in the totals of their respective geographic divisions.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

SHOE STORES (except shoe chains)

TABLE 2.-PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES

DIVISION, STATE AND CITY *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAYROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937			FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	1,379	1,133	246	$1,230,638	$1,345,199	$1,324,156	$1,533,292	$1,206,358	$1,336,855	$5,433,238	+17.9	$2,543,213	- 1.2
NEW ENGLAND	156	124	32	146,435	160,046	156,039	184,272	142,198	160,474	648,792	+17.6	302,672	- 1.2
Connecticut	33	28	11	22,885	23,848	24,430	25,415	20,797	21,611	96,578	+13.3	42,408	- 8.9
Maine	17	13	4	8,685	10,602	10,110	11,084	8,374	10,089	40,481	+20.3	18,463	- 4.4
Massachusetts	83	68	15	91,676	99,014	97,305	109,865	89,668	100,130	398,488	+18.6	191,696	- 0.5
New Hampshire	8	7	1	2,947	3,967	2,896	3,387	2,939	3,189	12,837	- 0.1	6,128	+ 3.6
Rhode Island	9	8	1	17,732	20,480	19,432	30,955	17,611	20,826	88,619	+ 3.4	37,847	- 1.0
Vermont	6	6	—	2,810	2,135	2,148	3,626	2,809	3,849	12,789	+23.5	6,130	+ 3.6
MIDDLE ATLANTIC	361	286	73	298,465	324,733	306,706	368,231	278,834	303,841	1,298,137	+16.8	576,075	- 7.6
New Jersey	52	43	9	41,143	47,136	43,925	57,658	39,183	43,411	189,858	+30.8	82,594	- 6.4
New York	199	157	42	151,566	164,479	154,781	184,359	142,369	149,234	655,188	+14.4	341,603	- 5.7
Pennsylvania	110	86	22	65,756	73,184	71,593	86,214	61,282	70,596	296,687	+15.4	131,878	- 5.0
EAST NORTH CENTRAL	344	278	66	288,799	323,593	286,378	303,453	285,571	286,181	1,044,383	+25.9	485,752	+ 0.9
Illinois	63	48	15	57,330	64,363	55,861	58,301	57,671	55,716	235,854	+17.0	113,387	+ 1.4
Indiana	42	37	5	32,778	35,355	31,897	47,090	34,324	36,096	158,114	+24.5	70,420	+ 3.4
Michigan	75	63	12	45,490	50,110	49,408	64,495	43,385	52,089	209,500	+53.5	95,474	- 0.1
Ohio	79	65	14	47,035	51,868	51,148	60,766	46,231	52,858	210,813	+25.7	98,789	+ 0.5
Wisconsin	65	45	20	46,188	53,304	55,677	68,799	46,960	51,782	216,948	+17.0	98,688	+ 0.8
WEST NORTH CENTRAL	138	116	22	73,940	86,186	85,359	97,537	77,986	89,553	348,022	+ 4.1	167,539	+ 3.3
Iowa	37	33	5	16,419	19,353	19,305	22,383	19,864	23,240	77,345	+ 5.9	43,104	+ 0.5
Kansas	15	13	2	8,154	8,998	9,433	9,731	8,422	9,108	36,316	-18.2	17,530	+ 2.2
Minnesota	27	22	5	13,492	15,939	16,871	16,892	13,769	16,814	62,894	+30.0	29,583	+ 1.2
Missouri	40	36	4	24,155	30,143	26,267	32,181	23,377	24,909	113,746	+ 5.2	50,886	- 1.4
Nebraska	14	8	6	5,432	5,663	5,718	6,079	5,801	6,070	22,890	- 0.2	11,871	+ 7.0
SOUTH ATLANTIC	89	81	8	78,814	85,103	84,086	98,910	77,688	85,085	340,853	+ 9.5	162,913	- 0.6
Florida	15	13	1	9,278	9,908	9,774	10,805	10,015	10,810	39,457	+ 9.7	20,825	+10.6
Georgia	20	19	1	17,716	20,373	20,239	21,998	17,383	19,743	80,380	+15.1	37,126	- 2.5
Virginia	14	13	1	18,539	20,100	20,021	22,454	16,683	19,874	81,114	- 1.5	36,554	- 0.2
West Virginia	11	11	—	13,008	14,366	14,809	15,718	13,924	14,784	57,606	+29.7	28,453	+ 2.9
EAST SOUTH CENTRAL	31	27	4	27,856	30,238	30,748	36,725	29,270	31,574	125,571	+ 6.5	60,844	+ 4.7
Kentucky	11	9	2	9,610	11,296	10,965	13,913	10,686	12,056	48,384	+ 4.8	22,742	+ 6.9
WEST SOUTH CENTRAL	53	48	5	46,376	54,573	53,309	133,138	53,590	102,525	411,595	+21.8	196,115	+ 7.1
Arkansas	12	10	2	7,497	8,090	8,090	19,722	20,889	29,611	64,412	+24.4	42,511	+ 7.6
Louisiana	17	16	1	9,725	10,087	10,148	11,759	9,833	10,490	41,653	+ 2.6	20,323	+ 2.9
Oklahoma	14	13	1	16,369	17,768	16,401	20,211	18,581	20,414	72,863	+ 2.1	38,995	+14.3
Texas	30	19	1	48,984	46,531	47,930	61,016	45,454	50,728	200,463	+25.9	96,186	+ 5.1
MOUNTAIN	42	37	5	34,431	37,069	41,440	46,386	35,780	39,948	159,326	+21.1	75,728	+ 5.9
Colorado	18	14	4	16,069	17,649	18,739	21,376	15,895	17,096	73,835	+15.9	32,991	- 2.2
Montana	13	12	1	12,538	13,562	16,388	16,684	13,637	16,018	59,166	+29.3	29,825	+14.4
PACIFIC	155	124	31	253,317	269,518	264,154	276,630	246,301	268,280	1,065,619	+19.7	516,581	- 1.6
California	126	102	24	240,099	255,096	246,293	257,027	232,407	251,097	990,515	+18.6	483,504	- 1.8
Oregon	17	12	5	6,906	6,977	7,436	7,622	6,853	6,708	28,941	+ 5.6	12,971	- 6.6
Cities of more than 500,000 Population														
Boston	14	12	2	44,075	46,874	46,731	51,707	42,897	47,888	188,787	+42.1	90,785	+ 0.4
Buffalo	8	5	3	3,540	4,182	4,048	3,969	3,449	3,968	15,733	+21.7	7,417	- 4.0
Chicago	34	29	5	31,805	36,558	38,043	36,289	33,586	37,055	144,792	+18.3	70,641	+ 3.3
Cleveland	10	10	—	12,482	13,606	13,179	16,929	11,802	12,649	55,196	+35.1	24,451	- 2.5
Los Angeles	22	17	5	63,845	70,514	65,180	67,635	68,002	66,881	266,574	+20.6	136,883	+ 2.3
Milwaukee	15	10	5	22,155	26,404	29,863	34,041	23,406	27,255	111,643	+29.7	50,671	+ 4.4
New York	104	88	16	142,431	151,798	138,941	158,065	125,061	134,653	591,189	+11.4	261,394	-11.2
Pittsburgh	13	11	2	10,389	11,772	11,502	13,133	9,717	11,198	46,736	+13.5	20,915	- 5.4
San Francisco	12	10	2	87,208	83,367	88,460	82,969	74,319	83,031	339,004	+12.0	157,350	- 7.8
St. Louis	13	11	2	8,467	13,070	9,750	11,901	7,915	9,203	45,808	+18.7	17,180	-20.6

* States and cities with five or less stores reporting or with a sample of less than 10 percent of 1935 sales are not shown separately. Data for such States are included in the totals of their respective geographic divisions.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(3 pages)

Census Survey of Business: 1937-38
Retail Distribution

SPORTING GOODS STORES

Nearly 200 sporting goods stores throughout the country, with aggregate sales in 1937 of $6,273,000, reported to the Bureau of the Census that their sales during the first half of 1938 were off 6.0 percent as compared with the same period of 1937. The first quarter of 1938 showed a gain of two-tenths of 1 percent and the second quarter a loss of 9.8 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 20.2 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 16.3 percent; second quarter, 26.2 percent; third quarter, 27.8 percent; fourth quarter, 29.7 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows increases of 8.5 percent, 5.0 percent and 3.8 percent, respectively, for the East South Central, West South Central and Pacific Divisions, with decreases for the remaining divisions, ranging from five-tenths of 1 percent for the New England Division to 13.0 percent for the Mountain Division.

Pay Roll

Of the 193 stores included in the Survey, 34 reported no paid employees. The remaining 159 reported pay roll, exclusive of the services of proprietors, to the amount of $754,000 for 1937, representing an increase of 14.9 percent over their pay roll for 1935. They reported a total pay roll of $361,000 for the first half of 1938, an increase of 2.9 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+20.2	+14.9
First half 1938 compared with first half 1937	- 6.0	+ 2.9

Size of Sample

The stores included in this Survey constitute a sample of 15 percent in sales and 10 percent in number of all sporting goods stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	1,944	$35,315,000
1937 Survey	193	5,217,000
Percent Sample	10%	15%

The classification "Sporting goods stores", for Census purposes, represents sporting goods specialty stores handling a full line of sporting goods, including gymnasium and playground equipment, sportsmen's equipment, firearms and ammunition; and stores carrying a more restricted line of novelty sporting goods with secondary lines, such as toys and stationery. Attached are tables showing sales and pay roll for each quarter by geographic divisions.

Scope of Survey

The data contained in this report were supplied by 193 sporting goods stores, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the retail sporting goods trade, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business included wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James O. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

SPORTING GOODS STORES

TABLE 1.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample				Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	193	10	$5,217	15	$1,023	$1,643	$1,747	$1,860	$1,085	$1,482	$6,273	+20.2	$2,507	- 6.0
New England	14	10	408	14	75	119	114	131	77	114	439	+ 7.1	191	- 0.5
Middle Atlantic	57	10	1,731	15	322	536	541	593	318	471	1,992	+15.1	789	- 8.0
East North Central	40	11	1,343	21	269	445	500	543	265	384	1,757	+30.8	649	- 9.1
West North Central	12	8	247	11	48	81	75	79	40	73	283	+14.6	113	-12.4
South Atlantic	11	6	262	8	73	76	77	75	69	67	301	+14.9	136	- 8.7
East South Central	3	9	112	8	20	38	41	30	24	39	129	+15.2	63	+ 8.6
West South Central	12	13	268	21	52	87	83	112	60	86	334	+24.6	146	+ 5.0
Mountain	9	10	254	13	53	86	83	102	50	71	324	+27.6	121	-13.0
Pacific	35	10	592	14	111	177	233	195	122	177	716	+20.9	299	+ 3.8

SPORTING GOODS STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937 FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey			Payroll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
	Total	Reporting Pay Roll	Reporting No Pay Roll	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	193	159	34	$168,674	$182,360	$192,647	$210,407	$173,373	$187,284	$754,068	+14.9	$361,257	+ 2.9
New England	14	13	1	16,038	16,748	16,658	18,801	17,787	17,150	68,245	- 3.0	34,937	+ 6.6
Middle Atlantic	57	44	13	45,800	50,667	52,242	57,588	44,442	50,053	205,237	+ 4.7	94,495	- 2.0
East North Central	40	35	5	48,676	54,740	59,975	63,836	54,351	55,888	227,229	+33.8	110,239	+ 6.6
West North Central	12	10	2	8,351	8,826	8,456	10,176	8,060	8,640	35,809	+10.1	16,700	- 2.8
South Atlantic	11	8	3	7,707	6,890	6,842	7,507	8,124	9,031	28,946	+10.9	17,155	+17.5
East South Central	3	1	2	4,843	4,317	5,882	5,115	3,198	3,566	20,157	+23.3	6,756	-25.2
West South Central	12	9	3	10,658	10,871	12,231	13,984	11,118	12,094	47,744	+ 5.7	23,205	+ 7.8
Mountain	9	9	--	10,498	12,512	11,856	12,147	10,432	12,538	47,015	+33.1	22,970	- 0.2
Pacific	35	30	5	16,103	16,789	18,503	21,311	16,473	18,324	72,706	+15.9	34,797	+ 5.8

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

States Comprising Geographic Divisions:

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.

Immediate
Release

Preliminary report
(4 pages)

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Census Survey of Business: 1937-38
Retail Distribution

VARIETY, 5-AND-10, AND TO-A-DOLLAR STORES

More than 4,400 variety stores throughout the country, with aggregate sales in 1937 of $577,552,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 6.4 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 7.8 percent and the second quarter a loss of 5.1 percent in comparison with the corresponding quarters of 1937. Compared with 1935, the latest year covered by a regular Business Census, their 1937 sales represent an increase of 11.9 percent. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Variety Stores		
	Stores	Sales	Change from Preceding Period
1929 Census	12,110	$904,147,000	--
1933 Census	12,046	678,167,000	-25.0%
1935 Census	11,741	780,819,000	+15.1%
Identical stores included in this Survey:			
Year 1935	4,417	516,270,000	--
Year 1937	4,417	577,552,000	+11.9%
First Half 1937	4,417	252,428,000	--
First Half 1938	4,417	236,385,000	- 6.4%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 20.1 percent; second quarter, 23.6 percent; third quarter, 23.4 percent; fourth quarter, 32.9 percent. All geographic divisions and all States show sales increases from 1935 to 1937. The District of Columbia, however, showed a decrease. For the first half of 1938 all geographic divisions show decreases as compared with the first half of 1937, ranging from five-tenths of 1 percent for the West South Central Division to 10.6 percent for the East North Central Division.

Pay Roll

Of the 4,417 stores included in the Survey, 61 reported no paid employees. The remaining 4,356 reported pay roll, exclusive of the services of proprietors, to the amount of $77,796,000 for 1937, representing an increase of 31.7 percent over their pay roll for 1935. They reported a total pay roll of $32,238,000 for the first half of 1938, a decrease of 1.1 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+11.7	+31.7
First half 1938 compared with first half 1937	- 6.4	- 1.1

Independents and Chains

Of the 4,417 identical stores that make up this report, 712 are independents which accounted for only three percent of the sales and two percent of the pay roll reported for 1937. Sales in 1937 show an increase over 1935 of 17.8 percent for independents and 11.7 percent for chains, while pay roll for the same period shows increases of 17.5 percent and 32.0 percent, respectively. As such a small part of the total is represented by independents, separate figures for independents and chains are shown only in United States totals. Also, separate figures are not shown for cities nor for certain States, because of the predominance of the data reported by a small number of chain organizations.

Size of Sample

The stores included in this Survey constitute a sample of 66 percent in sales and 38 percent in number of all variety stores shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	11,741	6,083	5,658	$780,819	$72,168	$708,651
1937 Survey	4,417	712	3,705	516,270	13,356	502,914
Percent Sample	38%	12%	65%	66%	19%	71%

Attached are tables showing sales and pay roll for each quarter by geographic divisions and States.

Scope of Survey

The data contained in this report represent 4,417 variety stores for which returns were submitted for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the variety store trade, but rather to provide a reliable indicator of trends since the last regular business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions and States.

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CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

VARIETY, 5 AND 10, AND TO A DOLLAR STORES

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS AND STATES

DIVISION AND STATE*	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	4,417	38	$516,270	66	$116,249	$126,179	$125,264	$189,860	$107,144	$129,241	$577,552	+11.9	$236,385	- 6.4
Chains	3,705	65	502,914	71	113,846	123,531	131,336	184,736	104,849	125,706	561,819	+11.7	229,933	- 6.4
Independents	712	12	13,356	19	3,003	3,678	3,928	3,124	2,295	3,535	15,733	+17.8	6,430	- 3.8
NEW ENGLAND	408	47	52,266	88	11,397	13,724	13,754	17,746	10,403	12,843	56,521	+ 8.1	23,246	- 7.3
Connecticut	62	43	10,613	88	2,480	2,861	2,869	3,744	2,245	2,697	11,934	+12.4	4,938	- 8.2
Maine	58	48	3,614	91	1,138	1,331	1,692	1,999	1,071	1,481	6,360	+13.3	2,552	- 4.4
Massachusetts	199	47	23,453	76	5,597	6,591	6,332	8,433	5,041	6,078	26,933	+ 5.9	11,119	- 8.6
New Hampshire	36	59	3,662	89	728	952	1,046	1,287	703	951	4,013	+ 9.6	1,654	- 5.8
Rhode Island	23	33	4,565	98	1,000	1,183	1,197	1,447	917	1,060	4,767	+ 4.4	1,977	- 9.4
Vermont	28	60	2,357	82	454	806	678	836	426	616	2,374	+ 9.2	1,042	- 1.7
MIDDLE ATLANTIC	832	37	107,749	55	24,724	28,254	28,184	38,544	22,405	27,355	119,506	+10.9	49,658	- 6.3
New Jersey	127	37	19,120	57	4,212	4,752	5,021	6,554	3,844	4,898	20,539	+ 7.4	8,742	- 8.3
New York	388	36	52,411	54	11,997	13,885	13,943	18,806	10,976	13,412	59,621	+11.8	24,388	- 3.8
Pennsylvania	317	37	36,218	49	8,525	9,617	9,220	12,984	7,585	8,945	40,346	+11.4	16,334	- 8.9
EAST NORTH CENTRAL	946	38	109,582	62	23,618	30,404	29,816	40,642	22,340	27,585	126,476	+15.4	50,063	-10.6
Illinois	231	34	25,345	52	5,909	6,859	6,720	9,454	5,376	6,508	28,942	+14.2	11,884	- 4.6
Indiana	137	30	15,299	68	3,616	4,318	4,217	5,786	3,171	3,885	17,993	+17.6	7,056	-11.0
Michigan	205	41	29,362	74	6,896	8,211	7,991	10,585	3,621	6,877	33,613	+14.3	12,808	-16.8
Ohio	239	34	27,994	36	6,550	7,749	7,334	10,439	5,697	7,013	34,282	+17.6	12,679	-11.3
Wisconsin	134	49	12,182	73	2,709	3,273	3,356	4,378	2,495	3,143	13,696	+12.4	5,636	- 3.8
WEST NORTH CENTRAL	537	37	54,297	74	11,483	14,014	13,800	19,901	11,378	13,873	59,138	+ 8.9	23,833	- 0.7
Iowa	119	40	11,731	83	2,516	3,059	2,995	4,184	2,335	3,058	12,824	+ 9.1	5,393	- 0.6
Kansas	104	45	9,409	86	2,140	2,559	2,567	3,873	1,882	2,823	9,866	+ 4.9	4,105	- 4.0
Minnesota	104	34	9,934	69	2,208	2,728	2,788	3,862	2,277	2,825	11,590	+16.6	5,102	- 3.4
Missouri	109	38	13,535	64	2,799	3,438	3,307	5,059	2,781	3,354	14,599	+ 7.9	6,075	- 2.3
Nebraska	57	38	5,741	73	1,251	1,486	1,434	2,031	1,219	1,455	6,222	+ 8.4	2,674	- 2.3
North Dakota	19	34	1,815	81	345	449	454	657	347	455	1,905	+ 5.0	832	+ 1.0
South Dakota	27	31	2,102	74	388	316	323	713	396	511	2,148	+ 1.9	907	+ 0.1
SOUTH ATLANTIC	499	34	58,324	62	13,533	15,020	14,596	21,622	12,177	13,842	64,770	+11.1	26,019	- 8.9
Florida	38	20	7,293	35	2,084	1,851	1,602	2,529	2,034	1,853	8,116	+11.3	3,887	- 1.2
Georgia	84	30	9,273	64	2,140	2,459	2,367	3,361	1,873	2,196	10,337	+11.5	4,070	-11.7
Maryland	39	25	3,838	36	858	937	966	1,379	739	862	4,160	+ 8.4	1,601	-11.8
North Carolina	138	53	13,104	86	3,189	3,629	3,766	5,803	3,304	3,768	15,401	+ 8.2	6,372	- 8.3
South Carolina	48	28	4,961	63	1,862	1,409	1,279	1,983	1,110	1,290	6,033	+21.6	2,400	-10.1
Virginia	85	43	8,069	67	1,767	2,104	2,107	3,108	1,654	1,993	9,086	+12.6	3,617	- 6.6
West Virginia	43	31	4,281	39	1,083	1,266	1,161	1,627	898	1,091	3,136	+20.0	1,989	-15.3
EAST SOUTH CENTRAL	231	37	26,051	72	5,859	6,990	6,801	9,989	5,308	6,508	29,639	+13.8	12,110	- 5.8
Alabama	61	35	7,516	71	1,745	2,089	1,933	2,849	1,577	1,919	8,376	+14.1	3,495	- 7.4
Kentucky	67	34	6,200	68	1,451	1,788	1,654	2,376	1,387	1,681	7,181	+17.1	3,068	- 3.0
Mississippi	58	41	4,099	79	841	1,041	1,035	1,558	833	954	4,440	+ 8.3	1,786	- 4.9
Tennessee	71	39	8,236	75	1,822	2,173	2,159	3,206	1,736	2,054	9,362	+13.7	3,790	- 3.2
WEST SOUTH CENTRAL	296	26	35,146	65	7,771	9,315	9,201	14,386	7,848	9,149	40,673	+13.7	16,997	- 0.5
Arkansas	58	20	2,882	66	681	743	700	1,170	613	731	3,234	+11.8	1,344	- 1.3
Louisiana	54	48	6,463	66	1,487	1,691	1,628	2,532	1,396	1,720	7,279	+12.6	3,116	- 0.1
Oklahoma	66	28	8,230	74	1,666	2,029	1,958	3,141	1,691	1,998	8,806	+ 7.0	3,689	- 0.5
Texas	151	22	17,561	61	4,065	4,841	4,915	7,543	4,148	4,703	21,354	+21.6	8,853	- 0.3
MOUNTAIN	164	49	16,830	84	3,744	4,321	4,586	6,554	3,619	4,404	19,305	+15.9	8,023	- 8.9
Arizona	32	76	2,448	96	671	728	671	1,025	647	726	3,095	+26.4	1,373	- 1.9
Colorado	36	48	4,920	77	1,078	1,338	1,297	1,845	991	1,238	5,626	+13.0	2,230	- 7.7
Idaho	23	43	1,936	80	411	313	329	781	410	492	2,236	+14.3	902	- 2.6
Nevada	9	36	620	90	135	182	190	286	131	181	733	+18.2	312	- 1.6
New Mexico	15	42	1,043	72	249	289	301	416	245	283	1,235	+20.3	528	- 1.9
Utah	19	66	2,945	96	330	711	737	1,150	354	723	3,148	+ 6.9	1,277	+ 1.3
PACIFIC	488	46	34,055	83	12,187	13,337	14,424	20,676	11,274	13,740	61,224	+ 9.3	23,014	- 4.2
California	375	32	42,615	86	9,249	10,312	10,858	15,694	8,525	10,395	46,413	+ 8.4	18,921	- 4.7
Oregon	45	31	4,323	81	948	1,140	1,223	1,640	912	1,113	4,953	+14.6	2,025	- 3.0
Washington	62	37	8,899	84	1,890	2,885	2,341	3,342	1,836	2,232	9,858	+10.8	4,068	- 2.6

*Figures are not shown separately for certain States for which the sample consists largely of data reported by one or two chain organizations. Data for such states are included in the totals of their respective geographic divisions.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

VARIETY, 5 AND 10, AND 10 A DOLLAR STORES

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES,BY GEOGRAPHIC DIVISIONS AND STATES

DIVISION AND STATE *	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST-HALF 1937
UNITED STATES	4,417	4,356	61	$15,172,172	$17,416,660	$17,879,460	$27,327,220	$14,982,692	$17,255,240	$77,795,732	+31.7	$32,238,132	- 1.1
Chains	3,705	3,705	--	14,841,198	17,078,698	17,511,599	26,854,507	14,649,678	16,896,954	76,279,990	+32.0	31,546,642	- 1.2
Independents	712	651	61	330,980	344,188	367,861	472,713	333,214	358,286	1,515,742	+17.5	691,490	+ 2.4
NEW ENGLAND	408	404	4	1,441,852	1,674,380	1,766,692	2,379,145	1,419,909	1,627,853	7,262,070	+24.5	3,047,762	- 2.2
Connecticut	62	60	2	227,494	340,465	320,456	545,483	225,333	323,926	1,534,098	+35.1	549,259	- 2.1
Maine	56	56	--	142,082	172,364	191,461	227,867	137,572	169,397	733,774	+24.6	306,969	- 2.4
Massachusetts	199	197	2	725,908	837,808	862,852	1,157,121	707,607	808,229	3,583,099	+28.9	1,516,036	- 3.0
New Hampshire	38	38	--	89,198	106,198	135,023	146,283	90,926	110,418	467,088	+18.4	201,344	+ 4.1
Rhode Island	23	23	--	127,319	148,548	153,276	195,699	124,955	139,790	624,842	+12.2	264,745	- 4.0
Vermont	28	28	--	59,911	69,557	78,125	106,742	61,316	70,627	314,435	+28.0	131,943	+ 1.8
MIDDLE ATLANTIC	832	809	23	3,308,372	3,812,249	3,936,118	5,886,333	3,237,174	3,784,228	16,947,266	+31.0	7,021,402	- 1.4
New Jersey	129	125	4	544,972	639,639	688,694	1,011,137	543,999	676,613	2,884,442	+27.8	1,220,612	+ 3.0
New York	388	371	17	1,647,409	1,911,486	1,954,410	2,849,819	1,615,680	1,869,930	8,382,104	+31.0	3,485,618	- 2.1
Pennsylvania	319	313	6	1,115,991	1,261,128	1,293,008	2,025,377	1,077,495	1,237,677	5,680,720	+32.5	2,315,172	- 2.6
EAST NORTH CENTRAL	948	940	8	3,414,695	3,919,525	4,016,787	6,184,710	3,306,967	3,774,135	17,475,897	+40.0	7,081,102	- 4.0
Illinois	231	229	2	807,579	923,758	938,672	1,455,984	809,405	911,852	4,125,993	+42.6	1,720,257	- 0.5
Indiana	137	137	--	470,521	551,705	568,378	870,677	461,238	525,198	2,455,995	+40.1	986,436	- 3.0
Michigan	203	201	4	880,630	1,018,711	1,031,347	1,550,784	832,340	921,264	4,479,472	+40.0	1,753,604	- 7.5
Ohio	239	237	2	889,163	1,002,776	1,035,442	1,555,999	840,108	948,364	4,478,380	+37.6	1,798,466	- 5.5
Wisconsin	136	136	--	366,972	424,572	453,647	751,266	363,882	428,073	1,936,457	+39.7	791,955	+ 0.1
WEST NORTH CENTRAL	537	534	3	1,562,318	1,887,835	1,901,365	3,005,943	1,573,388	1,856,525	8,357,455	+35.3	3,435,913	- 0.4
Iowa	119	118	1	332,744	389,048	400,579	638,896	337,786	394,422	1,761,267	+36.4	732,207	+ 1.4
Kansas	104	103	1	250,971	297,229	295,566	464,670	251,773	296,907	1,308,694	+19.5	530,880	- 1.7
Minnesota	104	103	1	292,986	378,344	367,635	626,391	317,352	385,248	1,685,558	+48.2	702,600	+ 4.6
Missouri	107	106	1	399,460	482,669	468,749	744,272	396,229	461,272	2,105,086	+33.4	857,600	+ 4.5
Nebraska	57	57	--	178,925	205,961	203,345	328,722	170,033	197,286	916,953	+33.6	367,319	+ 4.6
North Dakota	19	19	--	53,016	66,721	66,946	101,039	53,059	65,696	289,724	+30.4	118,755	- 0.8
South Dakota	27	27	--	54,186	67,857	69,583	104,567	52,954	55,694	290,173	+27.3	118,548	- 2.8
SOUTH ATLANTIC	499	493	6	1,626,375	1,831,924	1,834,034	2,911,513	1,585,861	1,798,752	8,303,646	+27.1	3,384,633	- 2.1
Florida	36	36	--	199,021	192,603	188,382	327,795	211,693	212,306	901,801	+23.2	423,999	+ 5.3
Georgia	84	83	1	252,327	280,285	284,500	414,670	235,070	268,764	1,208,228	+19.5	503,834	- 5.6
Maryland	39	38	1	117,172	133,216	137,561	213,239	101,606	117,876	601,188	+25.4	219,482	-12.3
North Carolina	138	137	1	379,852	456,230	458,220	731,479	391,375	445,247	2,025,781	+23.4	836,722	+ 0.1
South Carolina	62	62	--	166,591	167,129	164,888	241,171	164,181	144,804	716,419	+36.5	304,133	- 2.7
Virginia	83	84	1	232,669	272,321	274,838	430,974	257,532	264,417	1,210,802	+33.2	491,949	- 2.6
West Virginia	45	44	1	143,954	159,049	162,780	254,156	130,816	149,477	719,329	+33.1	260,293	- 7.5
EAST SOUTH CENTRAL	251	247	4	731,677	831,296	824,840	1,318,524	718,021	823,750	3,716,337	+30.3	1,535,771	- 1.7
Alabama	61	60	1	210,713	243,421	251,820	372,674	208,613	240,774	1,076,636	+33.8	449,387	- 1.0
Kentucky	67	65	2	186,334	205,592	206,500	336,077	179,525	202,593	934,500	+33.8	382,118	- 2.5
Mississippi	58	51	1	107,765	123,319	123,987	200,145	103,484	117,219	553,189	+25.5	220,703	- 0.1
Tennessee	71	71	--	226,863	259,962	253,558	409,628	226,399	263,164	1,150,010	+27.8	483,563	- 0.7
WEST SOUTH CENTRAL	296	295	1	964,472	1,108,697	1,106,199	1,802,454	984,140	1,128,513	4,953,822	+26.1	2,112,653	+ 1.9
Arkansas	55	54	1	75,633	88,851	84,114	141,912	72,143	85,072	388,510	+27.7	157,215	- 1.4
Louisiana	54	54	--	185,795	211,956	199,389	326,620	184,115	215,362	923,760	+14.5	399,477	+ 0.4
Oklahoma	66	66	--	199,716	228,628	231,635	368,536	209,107	236,200	1,028,537	+18.8	447,172	+ 4.5
Texas	151	151	--	503,328	578,262	593,041	967,386	518,775	589,729	2,648,015	+33.3	1,108,504	+ 1.9
MOUNTAIN	164	163	1	478,066	556,965	608,507	965,573	494,336	577,612	2,603,111	+41.1	1,071,946	+ 3.6
Arizona	32	32	--	75,191	81,997	78,602	154,332	77,153	90,386	396,184	+40.7	167,539	+ 6.6
Colorado	36	36	--	134,771	159,816	168,644	245,916	129,279	153,246	701,147	+33.8	282,525	+ 0.1
Idaho	25	25	--	54,774	63,329	66,209	113,501	55,651	63,623	297,813	+40.3	119,274	+ 1.0
Nevada	9	9	--	15,663	18,663	20,775	34,982	18,060	22,125	90,383	+50.0	40,175	+16.2
New Mexico	15	15	--	33,853	38,644	37,075	60,000	31,589	35,238	159,572	+41.1	66,767	- 7.9
Utah	19	19	--	70,305	83,336	107,153	151,772	76,908	91,484	412,565	+32.6	168,592	+ 9.6
PACIFIC	482	471	11	1,644,171	1,794,009	1,876,923	2,930,825	1,663,076	1,823,872	8,245,928	+25.9	3,586,948	+ 4.3
California	375	365	10	1,250,440	1,343,679	1,405,333	2,214,998	1,256,347	1,452,287	6,214,430	+25.0	2,710,634	+ 4.5
Oregon	45	45	--	122,859	141,494	151,620	233,060	125,707	149,420	648,433	+31.7	275,127	+ 4.3
Washington	62	61	1	271,462	308,836	319,970	482,767	279,022	322,165	1,383,065	+27.3	601,187	+ 3.6

*Figures are not shown separately for certain States for which the sample consists largely of data reported by one or two chain organizations. Data for such States are included in the totals of their respective geographic divisions.

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

Preliminary report
(4 pages)

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Census Survey of Business: 1937-38
Retail Distribution

WOMEN'S ACCESSORY STORES AND CHILDREN'S AND INFANTS' WEAR SHOPS

More than 600 women's accessory stores and children's and infents' wear shops throughout the country, with aggregete sales in 1937 of $20,952,000, reported to the Bureau of the Census that their sales during the first half of 1938 were within 9.2 percent of their sales for the same period of 1937. The first quarter of 1938 showed a loss of 11.9 percent and the second quarter a loss of 7.1 percent in comparison with the corresponding quarters of 1937. Compered with 1935, the letsst year covered by a reguler Business Census, their 1937 sales represent an increase of 12.0 percent. These are among the conclusions announced todey by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

The classification "Women's accessory stores and children's and infents' wear shops", for Census purposes, represents corset and lingerie shops, hosiery shops, knit-goods shops, costume accessories stores (selling bags, jewelry and gloves), umbrella shops, children's specielty shops (clothing and accessories), infants' wear shops end a few mail-order houses engaged exclusively in the sale of epperel from catalogue.

A comperison with previous Census totels follows:

	Women's Accessory Stores end Children's and Infants' Wear Shops		
	Stores	Sales	Change from Preceding Period
1929 Census	7,039	$167,671,000	--
1933 Census	6,650	82,186,000	-51.0%
1935 Census	8,569	109,917,000	+33.7%
Identical stores included in this Survey:			
Year 1935	663	18,700,000	--
Yeer 1937	663	20,952,000	+12.0%
First Helf 1937	663	9,700,000	--
First Half 1938	663	8,803,000	- 9.2%

Sales

The totel volume of sales for 1937 was distributed by querters as follows: First querter, 20.6 percent; second quarter, 25.7 percent; third quarter, 21.1 percent; fourth quarter, 32.6 percent. All geographic divisions and all but four Stetes (Kentucky, Oregon, Pennsylvanie and Rhode Island) and the District of Columbia show seles increases from 1935 to 1937. A comparison of the first helf of 1938 with the first half of 1937 shows increases of 1.0 percent and 13.1 percent, respectively, for the Pacific Division and for the West North Central end East and West South Central Divisions combined, with decreases for the remeining divisions, ranging from 1.1 percent for the Mountein Division to 13.1 percent for the New England Division. Included among the 663 identical stores are 137 identicel units of chains. Sales of these identical chain units totalled $6,343,000 in 1937, an increese of 10.5 percent over their sales in 1935.

Pay Roll

Of the 663 stores included in the Survey, 72 reported no paid employees. The remaining 591 reported pey roll, exclusive of the services of proprietors, to the amount of $2,325,000 for 1937, representing an increese of 8.9 percent over their pey roll for 1935. They reported a totel pey roll of $1,072,000 for the first half of 1938, a decreese of 4.1 percent es compered with the same period of 1937. A summary comparison of pey roll and sales follows:

	Percent Change	
	Seles	Pay Roll
Year 1937 compared with 1935	+12.0	+ 8.9
First half 1938 compared with first helf 1937	- 9.2	- 4.1

Size of Sample

The stores included in this Survey constitute a sample of 17 percent in sales and 8 percent in number of all women's accessory stores and children's and infants' shops shown in the 1935 Census. A summary follows:

	Stores			Sales in 1935 (thousands)		
	Total	Independents	Chains	Total	Independents	Chains
1935 Census	8,569	7,808	761	$109,917	$81,785	$28,132
1937 Survey	663	526	137	18,700	12,961	5,739
Percent Sample	8%	7%	18%	17%	16%	20%

Compared with the above average size of sample, the proportion of coverage for principal cities is as follows:

City	Size of Sample		City	Size of Sample	
	Stores %	Sales %		Stores %	Sales %
Baltimore	5	16	Milwaukee	11	38
Boston	10	13	New York	8	15
Chicago	7	12	Philadelphia	5	20
Cleveland	7	11	Pittsburgh	7	23
Detroit	5	21	San Francisco	14	34
Los Angelee	9	20	St. Louis	4	2

Attached are tables showing sales and pay roll for each quarter by geographic divisions, States and principal cities. Because of the small number of chain units included in the Survey, separate figures for independents and chains can be shown only in United States totals. Also, separate figures are not shown in the tables for States and cities with a sample of less than 10 stores. However, data for the States omitted are included in the totals of their respective geographic divisions.

Scope of Survey

The data contained in this report were supplied by 663 stores, which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by women's accessory stores and children's and infants' shops, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of stores included in the 1935 Census of Business. Stores with 1935 sales of less than $5,000, and those which came into existence since 1935 were not canvassed, and those which have gone out of business necessarily are omitted. Reporting for this Survey was voluntary; hence, some stores failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by States.

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This is one of a series of retail reports issued in connection with the Census Survey of Business: 1937-38. It will be followed promptly by similar releases for other kinds of business, and later by more detailed studies.

The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail trade reports are prepared under the immediate supervision of James C. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

WOMEN'S ACCESSORY STORES AND CHILDREN'S AND INFANTS' WEAR SHOPS

TABLE 1.--SALES, BY QUARTERS FOR 1938 (FIRST HALF) AND 1937; AND FOR THE YEAR 1935

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY *	SIZE AND PROPORTION OF SAMPLE				SALES BY QUARTERS, 1937-38 (add 000)						YEAR 1937		FIRST HALF 1938	
	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY	PERCENT OF SUCH STORES TO ALL STORES IN 1935 CENSUS	1935 SALES OF STORES INCLUDED IN 1937-38 SURVEY (add 000)	PERCENT OF SUCH SALES TO ALL SALES IN 1935 CENSUS	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	SALES (add 000)	PERCENT CHANGE FROM 1935	SALES (add 000)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	663	8	$18,700	17	$4,386	$5,374	$4,415	$6,837	$3,812	$4,991	$20,952	+12.0	$8,803	- 9.2
Independents	526	7	13,961	16	3,084	3,817	3,960	4,748	2,730	3,489	14,609	+12.7	6,209	-10.0
Chains	137	18	5,739	30	1,842	1,557	1,455	2,089	1,082	1,502	6,343	+10.5	2,594	- 7.3
NEW ENGLAND	100	12	3,427	24	788	1,075	871	1,262	704	915	3,996	+16.6	1,619	-13.1
Connecticut	25	14	684	26	157	201	193	287	140	198	838	+22.5	338	-11.8
Massachusetts	55	12	2,389	25	548	734	585	809	474	602	2,610	+12.1	1,076	-15.7
MIDDLE ATLANTIC	321	7	8,919	16	2,071	2,588	1,970	3,184	1,738	2,382	9,813	+10.0	4,114	-11.7
New Jersey	58	10	1,476	18	334	437	340	504	288	488	1,715	+16.2	716	- 7.1
New York	220	8	5,939	15	1,421	1,803	1,331	2,135	1,198	1,641	6,690	+12.6	2,839	-11.9
Pennsylvania	49	6	1,504	17	316	348	299	445	246	313	1,408	- 6.4	559	-15.8
EAST NORTH CENTRAL	91	7	2,009	14	480	634	502	779	445	534	2,365	+18.7	979	-11.5
Illinois	34	7	630	15	152	190	156	214	134	167	692	+ 9.8	303	-11.4
Michigan	18	8	469	17	114	142	120	166	102	104	562	+19.8	206	-19.5
Ohio	20	6	427	15	106	154	121	188	93	121	569	+33.3	214	-17.7
Wisconsin	14	11	595	26	86	111	101	152	95	117	450	+15.9	212	+ 7.6
WEST NORTH CENTRAL, EAST SOUTH CENTRAL & WEST SOUTH CENTRAL	16	2	368	5	95	90	88	131	104	103	416	+13.0	207	+15.1
SOUTH ATLANTIC	24	5	692	12	164	169	151	249	145	169	733	+ 5.9	312	- 6.3
MOUNTAIN	9	8	176	15	39	51	48	71	41	48	209	+18.8	89	- 1.1
PACIFIC	102	18	3,109	31	691	777	791	1,141	645	840	3,400	+ 9.4	1,465	+ 1.0
California	86	15	2,588	31	593	647	643	943	541	698	2,826	+ 9.2	1,226	- 0.6
Washington	14	15	431	37	86	111	136	166	86	133	469	+15.5	209	+ 6.1
Cities of more than 500,000 Population														
Boston	15	10	552	15	136	176	113	159	103	144	584	+ 5.8	247	-20.8
Chicago	28	7	559	13	135	167	118	190	119	150	610	+ 9.1	269	-10.9
Los Angeles	19	9	590	30	135	139	135	193	121	148	592	+ 0.5	263	- 0.4
New York	184	8	4,890	15	1,198	1,506	1,084	1,725	1,007	1,370	5,513	+12.7	2,377	-12.1
Philadelphia	23	5	661	20	156	135	117	177	117	116	585	-52.1	233	-19.9
San Francisco	14	14	452	34	106	106	108	157	88	108	477	+ 5.5	196	- 7.3

* *States and cities with less than ten stores reporting are not shown separately. Data for such States are included in their respective geographic division totals.*

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

WOMEN'S ACCESSORY STORES AND CHILDREN'S AND INFANTS' WEAR SHOPS

TABLE 2.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

FOR IDENTICAL STORES, BY GEOGRAPHIC DIVISIONS, STATES AND PRINCIPAL CITIES.

DIVISION, STATE AND CITY*	NUMBER OF STORES INCLUDED IN 1937-38 SURVEY			PAY ROLL BY QUARTERS, 1937-38 (see note)						YEAR 1937		FIRST HALF 1938	
	TOTAL	REPORTING PAY ROLL	REPORTING NO PAY ROLL	FIRST QUARTER 1937	SECOND QUARTER 1937	THIRD QUARTER 1937	FOURTH QUARTER 1937	FIRST QUARTER 1938	SECOND QUARTER 1938	PAY ROLL (see note)	PERCENT CHANGE FROM 1935	PAY ROLL (see note)	PERCENT CHANGE FROM FIRST HALF 1937
UNITED STATES	663	591	72	$541,301	$576,586	$536,406	$672,060	$515,583	$556,645	$2,325,436	+ 8.9	$1,072,226	- 4.1
Independents	526	454	72	399,531	424,517	392,572	491,533	385,242	408,169	1,698,253	+ 7.0	793,411	- 3.7
Chains	137	137	—	141,850	151,971	143,834	180,427	130,341	148,474	627,182	+14.2	278,815	- 5.1
NEW ENGLAND	100	93	7	91,104	102,419	99,711	114,565	85,082	92,305	407,819	+18.0	177,387	- 8.3
Connecticut	25	25	2	15,788	19,560	17,796	20,250	14,327	14,662	73,594	+17.2	28,989	-18.0
Massachusetts	55	53	2	65,579	71,322	69,075	81,872	61,989	66,786	289,746	+15.8	128,745	- 5.9
MIDDLE ATLANTIC	321	273	48	268,231	285,968	252,551	323,701	250,073	274,661	1,126,451	+ 5.2	524,734	- 5.0
New Jersey	52	44	8	36,713	39,968	37,948	47,699	34,225	37,255	161,388	+15.9	71,480	- 5.6
New York	230	196	34	196,847	209,313	186,078	238,801	183,581	203,350	821,459	+ 6.9	386,911	- 4.7
Pennsylvania	49	43	6	34,671	35,687	28,525	42,801	32,267	34,076	145,684	-11.9	66,345	- 5.7
EAST NORTH CENTRAL	91	85	6	83,476	88,368	83,887	92,030	82,370	87,083	377,761	+10.0	169,453	- 1.8
Illinois	34	32	2	20,597	21,531	18,494	23,360	19,909	21,429	83,982	+11.5	40,938	- 2.6
Michigan	18	17	1	10,614	11,390	11,161	13,836	10,448	10,199	47,001	+ 0.5	20,647	- 6.2
Ohio	20	20	—	15,151	18,370	17,195	24,139	16,894	18,240	74,855	+15.0	35,134	+ 5.1
Wisconsin	14	11	3	13,777	15,706	15,740	16,195	12,676	14,211	57,418	+ 6.9	26,887	- 2.2
WEST NORTH CENTRAL, EAST SOUTH CENTRAL & WEST SOUTH CENTRAL	16	14	2	17,374	16,292	14,981	19,747	19,400	15,410	68,594	- 7.5	34,810	+ 3.4
SOUTH ATLANTIC	24	23	1	14,673	14,639	13,503	18,432	13,051	14,875	61,247	+ 8.6	27,906	- 4.8
MOUNTAIN	9	9	—	5,287	6,051	5,808	7,635	5,654	5,705	24,779	+16.1	11,359	+ 0.2
PACIFIC	102	94	8	81,256	84,251	84,965	105,932	79,973	86,604	356,984	+14.1	166,577	+ 0.3
California	86	79	7	70,657	73,898	72,354	90,645	68,319	75,771	307,552	+14.7	143,090	- 1.7
Washington	14	13	1	9,235	8,871	10,251	12,490	9,541	10,392	40,017	+11.0	19,933	+10.1
Cities of more than 500,000 Population													
Boston	13	13	—	24,402	26,345	25,991	29,530	22,549	23,829	104,276	+ 7.6	46,378	- 8.6
Chicago	20	18	2	19,187	19,859	17,121	21,884	18,082	20,017	77,851	+11.7	38,099	- 2.4
Los Angeles	19	19	--	16,393	17,024	15,465	19,088	14,979	17,032	67,910	+ 5.2	32,011	- 4.2
New York	184	152	32	175,666	184,857	157,631	200,552	163,425	180,302	716,706	+ 6.7	343,725	- 4.1
Philadelphia	25	18	5	18,322	17,353	14,174	19,237	16,075	15,007	69,086	-22.3	31,082	-12.9
San Francisco	14	11	3	10,681	10,991	10,546	13,114	10,052	10,740	45,632	+10.9	20,792	- 4.1

* *States and cities with less than ten stores reporting are not shown separately. Data for such States are included in their respective geographic division totals.*

Note: Pay roll does not include compensation for services of proprietors of unincorporated businesses, and cannot be compared with sales without adjustment for proprietors' services.

Immediate
Release

DEPARTMENT OF COMMERCE
Bureau of the Census
Washington

Preliminary report
(4 pages)

Census Survey of Business: 1937-38
Retail Distribution

WOMEN'S READY-TO-WEAR STORES (CHAINS ONLY)

Thirty-six women's ready-to-wear chain organizations, operating 713 stores throughout the country with aggregate sales of $88,035,000 in 1937, reported to the Bureau of the Census that their sales for the first half of 1938 were off 10.6 percent as compared with the same period of 1937. The first quarter of 1938 showed a loss of 14.8 percent and the second quarter a loss of 7.1 percent in comparison with the corresponding quarters of 1937. Their 1937 sales represent an increase of 27.4 percent as compared with a total of $69,115,000 for 652 stores in 1935, the latest year covered by a regular Business Census. These are among the conclusions announced today by William L. Austin, Director, Bureau of the Census, in a preliminary report issued in connection with the Census Survey of Business for 1937-38.

A comparison with previous Census totals follows:

	Women's Ready-To-Wear Stores - Chains		
	Stores	Sales	Change from Preceding Period
1929 Census	1,914	$246,960,000	--
1933 Census	1,726	134,255,000	-45.6%
1935 Census	2,407	200,077,000	+49.0%
Identical chain organizations included in this Survey:			
Year 1935	652	69,115,000	--
Year 1937	713	88,035,000	+27.4%
First Half 1937 (36 organizations)		41,624,000	--
First Half 1938 (36 organizations)		37,213,000	-10.6%

Sales

The total volume of sales for 1937 was distributed by quarters as follows: First quarter, 21.3 percent; second quarter, 26.0 percent; third quarter, 22.0 percent; fourth quarter, 30.7 percent. All geographic divisions show sales increases from 1935 to 1937. A comparison of the first half of 1938 with the first half of 1937 shows decreases for all divisions, ranging from 1.6 percent for the South Atlantic Division to 19.3 percent for the Middle Atlantic Division.

Pay Roll

Total store pay roll (not including central-office nor warehouse pay rolls) amounted to $8,651,000 for 1937, representing an increase of 28.9 percent over the total for 1935. For the first half of 1938 a pay roll of $3,907,000 was reported, a decrease of 4.8 percent as compared with the same period of 1937. A summary comparison of pay roll and sales follows:

	Percent Change	
	Sales	Pay Roll
Year 1937 compared with 1935	+27.4	+28.9
First half 1938 compared with first half 1937	-10.6	- 4.8

Size of Sample

The stores included in this Survey constitute a sample of 35 percent in sales, and 27 percent in number of all women's ready-to-wear chain stores shown in the 1935 Census. A summary follows:

	Stores	Sales in 1935
1935 Census	2,407	$200,077,000
1937 Survey	652	69,115,000
Percent Sample	27%	35%

Identical Chain Units (Stores)

Tables are shown in this report for 511 identical chain units for which separate and comparable data are available for both 1937 and 1935. A similar report for identical independent stores in the women's ready-to-wear trade was issued recently. Following is a comparison of percentage changes in sales and pay roll for identical chain organizations, chain units and independent stores:

	Percent Change			
	Year 1935 To Year 1937		First Half 1937 To First Half 1938	
	Sales	Pay Roll	Sales	Pay Roll
Identical chain organizations (36)	+27.4	+28.9	-10.6	-4.8
Identical chain units (511)	+21.7	+21.9	-11.9	-5.1
Identical independent stores (1,744)	+18.0	+20.9	- 8.9	-1.0

Tables 1 and 2 show sales and pay roll for identical chain organizations, by quarters and geographic divisions and Tables 1A and 2A show the same information for the 511 identical chain units.

Scope of Survey

The data contained in this report were supplied by 36 women's ready-to-wear chain organizations which submitted returns for the current Census Survey of Business prior to the closing date. This report is not intended to present a complete picture of the business done by women's ready-to-wear retail chains, but rather to provide a reliable indicator of trends since the last regular Business Census. The canvass for the Survey was conducted by mail from lists composed only of chains included in the 1935 Census of Business. Reporting for this Survey was voluntary; hence, some chains failed to cooperate or delayed their returns beyond the closing date. For convenience in evaluating the importance of the stores included, percentage columns are carried in the accompanying sales table which show the weight of sample by geographic divisions.

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The current Census Survey of Business includes wholesale as well as retail trade and is nation-wide in scope. It is being conducted by the Bureau of the Census with funds provided by the Works Progress Administration. The project is under the direction of Fred A. Gosnell, Chief Statistician, who was also in charge of previous Business Censuses. Retail Trade reports are prepared under the immediate supervision of James C. Reid.

CENSUS SURVEY OF BUSINESS: 1937-38 — RETAIL DISTRIBUTION

WOMEN'S READY-TO-WEAR STORES *(chains only)*

TABLE 1.–SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

Represents all units (stores), including new and discontinued units, operated during the period covered

GEOGRAPHIC DIVISION	Size And Proportion Of Sample					Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported		1935 Sales Of Units Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First-Half 1937
		1937-38	1935												
UNITED STATES	36	713	632	$69,115	34.5	$16,706	$22,918	$19,354	$27,087	$15,929	$21,284	$86,035	+27.4	$37,213	-10.6
New England	5	23	29	2,981	30.1	515	838	762	984	436	771	3,097	+ 3.9	1,207	-10.7
Middle Atlantic	14	110	106	15,211	26.9	3,495	4,853	4,011	5,654	2,546	4,194	18,013	+18.4	6,740	-19.3
East North Central	17	206	177	14,996	27.3	3,961	3,519	4,365	5,833	3,001	4,702	19,698	+35.0	7,703	-16.7
West North Central	10	80	97	5,793	30.2	1,410	1,815	1,322	2,136	1,336	1,796	6,883	+18.8	3,132	- 2.9
South Atlantic	7	75	73	8,363	45.0	2,436	2,500	1,972	3,234	2,360	2,320	10,164	+21.3	4,680	- 1.6
East South Central	5	39	31	3,174	36.4	776	967	762	1,196	717	976	3,701	+16.6	1,693	- 2.9
West South Central	5	70	56	3,459	46.5	1,478	1,779	1,531	2,428	1,435	1,764	7,216	+32.2	3,199	- 1.8
Mountain	3	20	14	1,324	35.6	412	503	460	595	356	477	1,970	+48.8	833	- 9.0
Pacific	10	90	69	12,214	62.6	4,203	4,144	3,949	4,997	3,742	4,084	17,293	+41.6	7,886	- 6.2

WOMEN'S READY-TO-WEAR STORES *(chains only)*

TABLE 2.–PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN ORGANIZATIONS, BY GEOGRAPHIC DIVISIONS

Represents all units (stores), including new and discontinued units, operated during the period covered

GEOGRAPHIC DIVISION	Number Of Chains Included In 1937-38 Survey	Number Of Units Reported		Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		1937-38	1935	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First-Half 1937
UNITED STATES	36	713	632	$1,889,538	$2,215,666	$1,970,402	$2,575,267	$1,815,299	$2,092,088	$8,650,873	+28.9	$3,907,387	- 4.8
New England	5	23	29	44,297	59,998	54,946	69,037	44,473	58,410	228,278	+ 1.9	102,885	- 1.4
Middle Atlantic	14	110	106	359,456	435,180	379,856	486,267	280,170	345,755	1,642,699	+28.6	625,925	-19.2
East North Central	17	206	177	408,641	515,977	447,148	538,152	360,739	475,160	1,909,918	+33.0	835,899	- 7.4
West North Central	10	80	97	156,787	189,952	173,273	229,101	159,591	195,987	751,113	+31.3	355,578	+ 2.3
South Atlantic	7	75	73	163,450	172,052	154,348	222,630	169,979	177,739	712,460	+21.1	347,718	+ 3.6
East South Central	5	39	31	61,781	77,100	63,958	93,173	63,763	76,679	298,024	+28.1	140,442	+ 1.1
West South Central	5	70	56	117,066	129,014	125,605	169,116	115,153	137,010	548,803	+33.3	252,163	- 1.5
Mountain	3	20	14	32,077	39,288	36,710	45,842	32,425	39,183	153,917	+64.1	71,608	+ 0.3
Pacific	10	90	69	563,983	597,165	532,548	719,945	569,004	386,165	2,405,641	+28.2	1,153,169	+ 0.2

Note — Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions:

NEW ENGLAND—Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC—N. J., N. Y., Pa.
EAST NORTH CENTRAL—Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL—Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC—Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL—Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL—Ark., La., Okla., Tex.
MOUNTAIN—Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC—Calif., Oreg., Wash.

CENSUS SURVEY OF BUSINESS: 1937-38

RETAIL DISTRIBUTION

WOMEN'S READY-TO-WEAR STORES *(chains only)*

TABLE 1A.--SALES, BY QUARTERS FOR 1938(FIRST HALF)AND 1937; AND FOR THE YEAR 1935

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Size And Proportion Of Sample		Sales By Quarters, 1937-38 (add 000)						Year 1937		First Half 1938	
	Number Of Stores Included In 1937-38 Survey	Percent Of Such Stores To All Stores In 1935 Census	1935 Sales Of Stores Included In 1937-38 Survey (add 000)	Percent Of Such Sales To All Sales In 1935 Census	First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Sales (add 000)	Percent Change From 1935	Sales (add 000)	Percent Change From First Half 1937
UNITED STATES	511	21	$63,417	32	$16,537	$20,301	$16,999	$23,315	$13,940	$18,533	$77,152	+21.7	$32,473	-11.9
New England	19	11	2,656	27	524	856	767	1,000	445	779	3,147	+18.5	1,224	-11.3
Middle Atlantic	82	17	12,956	23	2,866	4,225	3,501	4,603	2,342	3,896	15,195	+17.3	6,238	-12.0
East North Central	135	18	13,420	25	3,536	4,877	3,865	5,074	2,586	3,978	17,352	+29.3	6,564	-22.0
West North Central	64	28	5,418	28	1,211	1,561	1,296	1,747	1,086	1,443	5,815	+ 7.3	2,529	- 8.8
South Atlantic	68	26	8,112	44	2,344	2,411	1,907	3,099	2,166	2,359	9,761	+20.3	4,525	- 4.8
East South Central	28	24	3,034	35	698	869	680	1,044	597	792	3,291	+ 8.5	1,389	-11.4
West South Central	46	28	5,128	44	1,278	1,507	1,284	2,050	1,214	1,485	6,119	+19.3	2,699	- 3.1
Mountain	13	23	1,305	55	401	457	412	534	318	422	1,814	+39.0	740	-14.7
Pacific	56	30	11,388	58	3,679	3,338	3,287	4,164	3,186	3,379	14,698	+28.7	6,565	- 8.9

WOMEN'S READY-TO-WEAR STORES *(chains only)*

TABLE 2 A.--PAY ROLL, BY QUARTERS FOR 1938(FIRST HALF)AND 1937

IDENTICAL CHAIN UNITS (STORES), BY GEOGRAPHIC DIVISIONS

GEOGRAPHIC DIVISION	Number Of Stores Included In 1937-38 Survey	Pay Roll By Quarters, 1937-38 (see note)						Year 1937		First Half 1938	
		First Quarter 1937	Second Quarter 1937	Third Quarter 1937	Fourth Quarter 1937	First Quarter 1938	Second Quarter 1938	Pay Roll (see note)	Percent Change From 1935	Pay Roll (see note)	Percent Change From First Half 1937
UNITED STATES	511	$1,630,174	$1,897,919	$1,668,377	$2,185,547	$1,560,822	$1,786,028	$7,382,017	+21.9	$3,346,850	- 5.1
New England	19	46,940	62,966	56,745	71,099	47,051	59,967	237,750	+23.4	107,018	- 2.6
Middle Atlantic	82	259,443	340,795	291,618	381,324	250,655	314,767	1,273,390	+27.0	565,422	- 3.8
East North Central	135	357,083	448,654	363,650	461,242	320,141	390,836	1,650,629	+27.2	710,977	-11.8
West North Central	64	131,623	160,550	146,847	181,892	125,990	153,435	630,914	+15.6	279,425	- 4.4
South Atlantic	68	155,731	164,887	147,858	211,803	136,073	166,026	680,899	+19.8	322,099	+ 0.5
East South Central	28	54,830	68,145	57,801	81,277	51,673	60,599	268,053	+17.9	112,272	- 8.7
West South Central	46	100,774	117,685	104,745	144,140	97,898	115,729	467,344	+21.6	213,627	- 2.2
Mountain	13	30,926	35,875	32,323	39,109	27,940	33,897	138,233	+49.7	61,845	- 7.4
Pacific	56	492,802	498,362	466,590	613,661	403,393	490,772	2,051,415	+16.6	974,165	- 1.7

Note - Pay roll does not include compensation for the personnel of central offices and warehouses.

States Comprising Geographic Divisions

NEW ENGLAND--Conn., Maine, Mass., N. H., R. I., Vt.
MIDDLE ATLANTIC--N. J., N. Y., Pa.
EAST NORTH CENTRAL--Ill., Ind., Mich., Ohio, Wis.
WEST NORTH CENTRAL--Iowa, Kans., Minn., Mo., Nebr., N. Dak., S. Dak.
SOUTH ATLANTIC--Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.
EAST SOUTH CENTRAL--Ala., Ky., Miss., Tenn.
WEST SOUTH CENTRAL--Ark., La., Okla., Tex.
MOUNTAIN--Ariz., Colo., Idaho, Mont., Nev., N. Mex., Utah, Wyo.
PACIFIC--Calif., Oreg., Wash.